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MORTALITY RATIO IS FAVORABLE IN BRITAIN

Improvement in This Respect Has Brought Relief to Life Companies

TAX IS STILL HEAVY

Much Single Premium Business Is Sold in Order to Cut Down on Supertax

LONDON, ENG., April 20.—The annual reports of life insurance companies of Great Britain show that the mortality experience during the last few years has been most favorable. In fact, when one studies the vital statistics of this country for the last 80 years the death rate per 1,000 of the population has decreased by 50 percent, that is, from 22 per 1,000 to 11 per 1,000. This improvement has been very marked in recent years. Due to the savings in mortality, the life companies have been able to show excellent profit.

Heavy Tax Burden

The overhead and the tax expense of companies have increased. There is a heavy post-war tax arising from the repayment of loans made to this country by America, disability benefits to crippled soldiers, pensions to war widows, etc. The insurance companies have to bear their proportion. The companies have not increased their premium rates and they undertook military risks on pre-war policies without extra charge. The interest yields however have been showing higher returns which together with the mortality experience has made the pathway of the companies much brighter.

Basis of Taxation

The basis of taxation at present is: Ordinary life companies and ordinary branches of industrial companies are taxed the standard rate at present 4/6d in the pound on interest earned less expense.

Industrial branches are taxed at standard rates on profits paid to shareholders. According to the figures of the Board of Trade, the average of tax to interest income works out at 17.8 percent. When one considers the various offices, there are differences, but there are factors that create them. For instance, where an adjustment for some previous year's tax has been made, or where a company has offices and investments in foreign countries the taxation charges will be different from those operating in this country alone. Taken as a whole, however, the average given will fairly represent the taxes borne by life offices in this country.

Wrestling With Expense

The boards of insurance companies are wrestling with the subject of expense and have taken steps to get on a more economical working basis. One of the offices foremost in a successful attempt to reduce expenses by extension of the block system of industrial collec-

J. R. DUFFIN CLEARED COMPANY IN FINE CONDITION

Enemies of President of Inter Southern Life Fail in Attempt to Injure Him

LOUISVILLE, KY., April 29.—James R. Duffin, president of the Inter Southern Life, appears to have won all along the line in connection with efforts of enemies to injure him. On April 21, the court appeals exonerated him, and dismissed a case in which he had been suspended from practice of law for one year by a court in Jefferson county, for alleged carelessness in conduct of the Attorney's Mercantile Company, of which he is also president.

Tax Demand Reduced

On April 22 it was reported from Washington that a federal tax case against him, in which the government had announced seizure and proposed sale in May of Mr. Duffin's property in Louisville, had been compromised at \$40,000, instead of \$116,495 and penalties, over the years 1919, 1920 and 1921, and it looks as if this matter will shortly be adjusted.

Auditors Findings Satisfactory

It was also reported toward the end of last week that an audit of the Inter Southern Life, requested by the company, as well as enemies of Mr. Duffin, who wished to injure him and the company, was completed and would show that the company is in excellent condition. The official report is being held up for a few days, pending filing of any other complaints or charges, and it is claimed that the complete report will be submitted shortly. The company's board of directors will meet as soon as the completed and official audit is available.

tions, etc., is the Prudential. Its industrial expense ratio has been reduced as follows: 1924, 27.9; 1923, 29.74; 1922, 32.12.

Expense ratios seem to be decreasing as the war gets farther in the distance. If the anticipated reduction in income tax is announced by the chancellor of the exchequer this month it will assist in further reduction with possibilities of yet larger surpluses and increased bonuses on "with profit policies."

Single Premium Policies

In previous correspondence attention has been called to a notable feature of the life offices campaign last year in the substantial increase in volume of insurance effected under policies governed by single premium payments. Such policies have become most popular among super-tax payers. The practice in vogue is for the companies to lend the policyholder about 90 percent of the premium on the security of his policy. Inasmuch as the interest on the loan is allowed as a deduction from income assessable to super-tax, the policyholder can thereby secure release which he could not obtain if the amount paid in interest were spent in the form of an annual premium.

Ratio of Tax Shown

An interesting table has been compiled showing the ratio of income tax to

TURN TO URBAN LOANS EARN HIGHER INTEREST RATE

Smaller and Medium Sized Companies Seem to Be Seeking Investments on City Property

The larger life companies are doing more extended loaning to farmers throughout the better class of agricultural territory in the west. Some years ago, farmers were paying 6, 6½ and 7 percent for loans in addition to the commission. Big life companies are now loaning at 5 and 5½ percent. The federal loan bank being a competitor in the farm mortgage field, forced down the interest rate. In days gone by a number of the smaller companies specialized on farm loans and were able to get a rate of interest yielding 6 percent or more. This became quite a factor with these companies as their interest earning added much to the income. The Metropolitan Life, Prudential, John Hancock, Equitable of New York and other companies are now freely loaning in the agricultural districts.

Seek City Investments

The result of lower interest yield in the farm sections is resulting in many of the smaller and medium sized companies seeking the better class of city loans. They can get satisfactory mortgages on city property, especially in new subdivisions or where building activity is pronounced, at 6 percent. The companies find that in their home cities or in nearby points they can cut on the expenses by making these loans as the inspection and appraisal expense is not nearly so high as is the case with farm loans.

Companies that loan in the farm field have had to work out a number of problems following the deflation period. A far larger number of foreclosures than usual has been the result. Some companies have endeavored to nurse along the farms where interest has accumulated and not been paid hoping that the owners might work themselves out.

Those who are making city loans find that in a large number of cases the loans run up to a larger percentage of the value than is permitted for life insurance companies to loan.

interest income of some of the leading companies. It is herewith given:

	Interest Income	Income Tax	%
Alliance	\$29,436	\$205,216	22.1
Atlas	196,033	28,360	14.5
Commerl. Union	537,549	107,252	20.0
Eagle, Star	772,960	150,924	19.5
L. & L. & G.	231,455	34,431	14.9
Northern	37,528	5,413	14.4
N. Brit. & Merc.	1,742,401	336,490	19.3
Norwich Union	969,296	105,098	10.8
Phoenix	618,903	113,131	18.3
Royal	678,071	122,096	18.0
Scottish Widows	1,213,622	22,223	18.4
Scottish U. & N.	469,789	54,623	11.6
	\$8,589,407	\$1,530,807	17.8

Examining Great Republic

The regular triennial convention examination of the Great Republic Life of Los Angeles is now being made by the insurance departments of California, Texas and Kansas.

NON-MEDICAL CALLED DOUBTFUL EXPERIMENT

View of Thomas W. Blackburn, Secretary and Counsel of American Life Convention

BULLETINS ALL MEMBERS

Results of Questionnaire Shown in Letter Which Warns of Hazards in This Move

OMAHA, NEB., April 28.—The writing of life insurance without examination, the plan commonly called "non-medical," was termed a dangerous experiment in a bulletin sent out last week to all members of the American Life Convention by Thomas W. Blackburn, secretary and counsel. Mr. Blackburn reviewed the results of a recent inquiry made among member companies and commented on the plan as follows:

Many Now in Field

Pursuant to my request of March 26, reports received from 79 American Life Convention companies show 15 companies now issuing forms of policies on non-medical plan; 22 companies are considering and rather favorably inclined; 25 are not expecting to adopt the practice and most of these are unfavorable; 17 are not issuing policies upon the non-medical plan but are more or less non-committal as to its advisability.

"Twelve companies including one non-member have submitted forms of applications which vary in detail, but generally cover all the usual questions contained in Parts I and II of the standard application blanks. The confidential portion of Part II is not included, but the questions to be answered by the agent himself put the insurability up to the agent. Most of the companies have a special list of additional questions for women applicants.

Lists Arguments for Plan

"The arguments offered in favor of non-medical policies are based upon the premise that small policies varying from \$500 to \$2,500 may safely be written if carefully selected. All the companies reserve the right to order a medical examination if desired by the company. They also require the applicant to say in his application that he will submit to an examination by a physician if required by the company. With these safeguards, advocates of the non-medical plan say, inspection and honest agents will be a sufficient protection. They also point to the experience of Canadian companies and emphasize the savings in medical fees, time and correspondence. Many insist that any selection against the company is covered by the additional nets which the company will carry to the credit of the policies, now paid to local examiners.

"They are practically unanimous in the expression of opinion that a large majority of the companies will enter this field within from two to five years. One

(CONTINUED ON PAGE 32)

ASK ABOLITION OF TAX

BANKERS ADOPT RESOLUTION

Views on Inheritance and Gift Taxes Upheld by Underwriters Specializing in Life Insurance Trusts

The American Bankers Association has gone on record as opposed to the gift tax and the tax on the donor of an irrevocable trust, abolition of these two taxes being recommended in a resolution adopted by the executive council of the association at a meeting in Augusta, Ga., last week. The trust companies went even further and recommended the retirement of the federal government from the field of inheritance or gift taxes entirely.

Recommended by Life Men

Abolition of the gift tax has also been recommended by life insurance men who specialize in business and tax insurance. Their suggestion for the removal of this tax has been made on the grounds that it is an unjust and unconstitutional tax and not because it is making an inroad on their business. Life underwriters point out that the gift tax has little effect on the writing of life insurance trusts, but that the entire principle of the tax is wrong. They further believe that if the case be carried to court, this tax would be found unconstitutional. No tax case has arisen as yet, but as several large policies have been written under the old plan since the enactment of the gift tax, it is possible that suit may be brought in the future as a test case on the constitutionality of the tax.

Still Write Big Volume

The life insurance trust is still being written in large volume. The recent change in the income tax law as affecting the life insurance trust proved the greatest handicap to the life underwriters, but even that has not stopped the writing of this class of business. The life insurance trust still serves its purpose. It is still recommended both by trust company men and life underwriters. As in the case of the gift tax, the income tax change is also believed unconstitutional by many of the largest writers of this class of business, though here again no test case has been brought in the court as yet. Careful writing of these trusts, however, still enables the beneficiary to carry the protection and investment without dissolution through excessive taxes. The life insurance trust has not been made an unreasonably burdened investment, as at first feared, when the tax charges were adopted, though it has been made a slightly more complicated affair.

DuBose Active on the Job

F. W. DuBose, of Chicago, who recently was appointed agency supervisor of the Reliance Life for northern Illinois, is spending considerable time in the field strengthening the Illinois organization. Mr. DuBose also expects to build up the Chicago business to much larger proportions. He is a live wire, being a native of Alabama. It is claimed that Alabama is furnishing many of the modern field generals in life insurance. Clyde J. McCary of the Penn Mutual Life in Chicago is the dean of the Alabama ranks. W. H. Kolb, manager of the Travelers in Chicago, is another successful product of the state. S. T. Whatley, Chicago manager of the Aetna Life, is an Alabama man. Herman Burnett of Pittsburgh, home office supervisor of the Reliance Life, is also an Alabama product.

Burglars Miss Big Loot

Careless safecrackers missed nearly \$2,500,000 in securities when they cracked the safe of the National Guardian Life of Madison, Wis., but took about \$200 in cash which was in the vault. The robbers also broke into several other offices at the same time and in one of them took \$8 in cash and passed up \$4,000 in bonds.

BUSINESS IN ILLINOIS

PRODUCTION FIGURES GIVEN

Illinois Life Leads Home Companies—Metropolitan Leads in Ordinary and Group, Prudential in Industrial

The total new business written in Illinois last year by legal reserve companies including industrial and group was \$1,112,880,938. The business in force in the state is \$5,001,228,327. The premiums last year amounted to \$160,366,719. The Illinois home companies wrote in new business \$117,537,902, and have in force, \$412,838,176. The Springfield Life is scheduled for the largest amount of new business of home companies, its figure being \$38,105,125, but this represents of course the business taken over from the Court of Honor, whose business the Springfield Life reinsured.

The Illinois Life is the state leader on regular business, its figure being \$12,481,121. Other Illinois companies that wrote over \$2,000,000 of new business in their home state are as follows:

Central Life of Chicago, \$4,080,937; Chicago National Life, \$6,677,852; Continental Assurance, \$5,136,888; Franklin Life, \$6,609,547; Liberty Life of Chicago, \$2,258,346; Mutual Life of Illinois, \$3,346,119; Mutual Trust Life, \$4,898,610; National Life, U. S. A., \$5,488,638; North American Life of Chicago, \$2,328,965; Old Colony Life, \$2,651,204; Peoples Life, \$2,211,144; Peoria Life, \$8,069,596; Rockford Life, \$2,878,075.

Business written in Illinois by companies domiciled outside of the state during 1924 including total risks paid for is as follows:

Aetna Life, \$28,601,907, group, \$17,251,558; American National, of Texas, industrial, \$6,833,304, ordinary, \$285,347; Bankers Life of Iowa, \$15,006,819; Columbian National, Boston, ordinary, \$3,651,902; industrial, \$8,811,261; Equitable of New York, group, \$13,637,908, ordinary, \$58,513,774; Equitable of Iowa, \$8,724,476; International Life, ordinary, \$27,378,922; group, \$253,422; John Hancock, ordinary, \$21,247,029; industrial, \$7,927,961; Lincoln National, \$7,363,489; Massachusetts Mutual, \$30,095,671; Metropolitan Life, ordinary, \$88,208,349, industrial, \$64,976,170; group, \$48,746,025; Mutual Benefit, \$15,123,787; Mutual of New York, \$42,496,153; National Life of Vermont, \$5,468,924; New England Mutual, \$8,276,590; New York Life, \$69,314,843; Northwestern Mutual, \$38,442,470; Pan American Life, \$5,657,680; Penn Mutual, \$15,141,919; Provident Mutual, \$3,939,793; Prudential, ordinary, \$52,050,426, industrial, \$79,009,264; group, \$4,144,250; Travelers, ordinary, \$34,559,221, group, \$28,988,859; Union Central Life, \$12,347,660; Western & Southern, ordinary, \$4,692,900; industrial, \$10,019,807.

Will Enlarge Broadcasting Station

The Bankers Life of Des Moines was the first life insurance company in America to inaugurate a broadcasting station, having invested \$40,000 in such an enterprise a year ago. The company now announces that it will invest \$100,000 additional for one of the most elaborate broadcasting outfits that can be procured. It will be able to extend its service so as to reach across the seas.

To Speak on Advertising

F. Highlands Burns, president of the Maryland Casualty, and C. I. Hitchcock, president of the "Insurance Field," have accepted the invitation of the Insurance Advertising Conference to appear on the program at the Briar Cliff meeting. Mr. Hitchcock will speak on "What Insurance Advertising Means and Does in Business Building Today." Mr. Burns' topic will be "Advertising from the Viewpoint of the Casualty Company Executive."

PROGRAM OF MEETING

CHAMBER OF COMMERCE LIST

Annual Convention Schedule for the Insurance Division to Be Held in Washington, D. C.

The insurance department of the United States Chamber of Commerce has announced the program for the annual meeting of the insurance division which will be held May 21. The last part of the first general session of the convention on May 20, will be devoted to an address by Elliot H. Goodwin, honorary chairman of the National Fire Waste Council, on the accomplishments of the 1924 inter-chamber fire waste contest. Awards will be made to the delegations from the winning cities which are Indianapolis, grand winner; Fresno, Cal., second class cities; Findlay, O., third class cities and Albany, Ga., fourth class cities.

Responsibility of Policyholders

The general subject of the insurance session will be responsibility of policyholders, the entire program being woven about this subject. Each paper will deal with the possibilities of collective action of policyholders through their chambers of commerce and trade associations to assist in the insurance service and the reduction of fire waste of the insurance institution. The insurance session will be held in the new Willard hotel, following a luncheon at 1 p. m., May 21. The program is as follows:

Insurance Service During 1924—H. A. Smith, Chairman, Insurance Advisory Committee.

Responsibilities of Policyholders—(a) Life Insurance and Health Conservation, James A. Beha, Insurance Commissioner for New York. (b) Casualty Insurance and Accident Prevention, George W. Wells, Jr., Insurance Commissioner for Minnesota. (c) Fire Insurance and Fire Prevention, Stacey W. Wade, Insurance Commissioner for North Carolina.

Discussion—(a) Adjustment of Marine Insurance Losses. (b) General.

Urban Building

Life insurance companies will be particularly interested also in the civic development session which takes place the day before. Many of these companies are making investments in urban properties. The general subject of this session will be "Urban Building." The program is as follows:

The Building Congress—Its Purposes and How it is Achieving them in Five Cities. Speaker, Dr. John M. Gries, Chief, Division of Building and Housing, Federal Department of Commerce.

Economic Use of Land in Urban Communities. Speaker to be suggested by Dr. Richard T. Ely, Director of the Institute for Research in Land Economics.

Housing in Relation to Citizenship. Speaker, Morris Knowles, Civil Engineer and City Planner, Pittsburgh, Pa., author of "Industrial Housing."

Columbia Life Contest

President Sumner M. Cross of the Columbia Life of Cincinnati has just announced a production contest from April 15 to June 30, known as the "Radio Contest." The qualifying agents and their wives will be taken to Cedar Point for a summer convention. In order to qualify each agent must write at least \$20,000 of paid-for business during the period. The agents writing a minimum of \$30,000 will be entitled to bring their wives.

MacKellar with Farmers Union

Announcement has been made by the Farmers Union Mutual Life of Des Moines of the selection of John A. MacKellar as general manager. Mr. MacKellar is well known in insurance circles. In recent years he has been residing in New York but previously he was connected with Des Moines life companies and served for a number of years as actuary in the Iowa insurance department.

SUMMER SCHOOL PLANS

FULL ATTENDANCE IS ASSURED

Chicago Classes Are Rapidly Filling for Pittsburgh University Course

Local agencies of the State Mutual of Massachusetts now lead the offices of 15 Chicago life companies in the paid student enrollments in the summer course in life insurance salesmanship to be given by Dr. Charles J. Rockwell and his staff from the division of life insurance salesmanship of the University of Pittsburgh. The school will be held in Chicago from June 8 to Aug. 7 and will be identical in every respect with the training course in Pittsburgh, except that it will be two weeks shorter because one morning each week, is given over to classroom study which, in Pittsburgh, is devoted to field work.

Many Companies Represented

Paid enrollments have been received for agents of the following companies given in the order and according to the number of agents thus far enrolled.

State Mutual, New York Life, Union Central, Phoenix Mutual, National of Vermont, Home Life, Equitable of New York, Berkshire, Northwestern, Rockwood-Travelers, Farmers National, Guardian Life, Aetna Life, Equitable of Iowa and Connecticut General.

Two Classes Will Be Held

The school being held in Chicago this summer will cost the agents only one third of the amount that would be required to spend in going to Pittsburgh. There will be two classes of 60 students each, the first class starting at 8:30 and running for four hours and the second commencing at 9:30 and running the same length of time. C. H. Van Kirk, an agent of the New York Life of Chicago at 39 South LaSalle street, is chairman of the Chicago committee for better life insurance salesmanship and Mr. Van Kirk urges everyone to write to him. He says, "If there still remains any question in the minds of the men and women engaged in the selling of life insurance in Chicago and vicinity as to the tremendous value to them of securing this training in the practical side of the vocation, I am cordially inviting them to get in touch with me." Six of the members of the committee in charge are themselves graduates of the Pittsburgh school, having completed the course either in Pittsburgh or at one of the summer sessions which have been held in Seattle, San Francisco, Los Angeles, St. Louis, Buffalo, Chattanooga and Kansas City.

Enrollment Is Rapid

The enrollment in the 8:30 class is already two-thirds completed. It is therefore, yet possible for some 20 live men and women to place themselves in a position to get this valuable vocational training in the 8:30 class, and there is room for about 35 in the 9:30 class. There is no question but what both classes will be filled at least two weeks before the school commences. The classes are filling rapidly and Mr. Van Kirk urges everyone who is thinking of enrolling in the class to notify him immediately.

No definite location of the school has been decided upon yet, but it is assumed by the committee that the school will be conducted somewhere in the loop of Chicago.

Wisconsin Code Bill Up

BILL 175S in the Wisconsin legislature, providing for codification of the insurance statutes of the state, has been reported out for passage by the senate committee on corporations and taxation, which conducted hearings on the measure. The bill was made a special order of business before the legislature on Wednesday of this week.

ACCIDENT MEN MAY TAKE TO NON-MEDICAL

Salesman of Disability Insurance
Better Fitted to Write With-
out Examination

NO MOVE TOWARD BUREAU

Plan Followed in Canada for Non-Med-
ical Business Not Likely to Be
Taken Up in This Country

Some life insurance companies writing health and accident believe that possibly the non-medical plan will be a business getter through their health and accident field forces. There has always been a distinction between the salesmanship methods used by the accident man and the life insurance man. The accident and health salesman is in most cases a one-call man. He likes to go in, put up his proposition, obtain an application, get the money and leave. It has been repeatedly stated that good accident and health men are seemingly poor producers of life insurance and that this is largely the reason. The failure of non-cancellable health and accident insurance to take hold in the regular field forces of accident companies has been ascribed to this same sentiment against the bother of arranging for an examination.

Therefore, it is hoped that the non-medical plan will make life insurance an important part of their work.

Accustomed to Selecting Risks

Another reason that the health and accident agent may fit well in the non-medical field, is that he is accustomed to taking some responsibility for the acceptance of a risk. An accident and health man who has been in the business for a good many years is in nearly every case interested in getting the right kind of business on his books. He has found that in the health and accident field it means trouble to have claims of a shady character. He knows that his reputation and that of his company will be much better if he has written only the very highest type of business from a moral standpoint, because there is little trouble with it. It will therefore be no new thing to him to be told that he must see that the best kind of risks are written for life insurance, and his co-operation can be expected.

New Entries Expected

Nearly every week brings out announcements of one or more companies entering the non-medical field. This can be expected to continue. A number of companies are making all their plans to bring out such announcements in the near future.

No steps have been taken to establish a bureau, such as the Canadian companies have for the exchange of information on non-medical risks accepted. The Canadian companies send information on every risk written to the central bureau, which in turn notifies them whenever a new policyholder has taken out a policy in more than one company. This is to prevent a policyholder loading up with a great deal of non-medical insurance, which he probably could not obtain if he had to pass an examination.

Canadian Bureau's History

However, Canadian companies state that this bureau has practically outlived its usefulness. They have found that in cases where such a condition exists are so rare, that the bureau might as well be discontinued.

One of the interesting rules that companies following this plan find necessary, is that all policies must be written on

BETTER BASIS SOUGHT

SEEK STATE TAX UNIFORMITY

New York Officials Would Lead Way
to Cooperation in Estate
Taxation

ALBANY, N. Y., April 28.—Tax department officials in New York are planning to seek the cooperation of other states for action towards uniformity in inheritance taxes. New York state hopes to iron out some of the difficulties now facing the large estates by removing duplications of non-resident taxes and other burdens which have existed in the past. The officials believe that general enactment of a law similar to that passed by the 1925 legislature in New York would do much to help the situation. While the taxation means a heavy cost to executors of non-resident estates and a uniform basis of taxation would eliminate this. The law just adopted in New York provides a flat tax rate of 2 percent if no deductions are to be made and 3 percent with deductions on the property of nonresident decedents. The New York tax department points out that the federal estate tax allows a credit against the federal estate tax of all such taxes paid to states, not exceeding 25 percent of the amount of the federal tax. The New York law has been patterned after the federal law. Thus, the New York schedule of rates, combined with other state taxes would in most cases be under the 25 percent of the federal tax and thus enable the estate to secure the full benefit of this credit.

the non-medical plan if they come within the limits assigned. If this rule were not made, there would be some selection against the companies. It must be remembered that the non-medical plan is being adopted with the idea that the cost of medical examination can be saved. If this rule is not made, the agent is apt to examine risks that he feels sure about and omit the examination on doubtful cases. This would not only mean a selection against the company, but would entail the expense of a medical examination on those risks where it really is not necessary. Any case where the application is written with examination by the agent, must be accompanied according to the rules of some Canadian companies by a careful explanation of why he required the examination. Others state that the agent must never write any application with examination, without first referring the matter to the home office.

Reason for Favorable Experience

Many of the Canadian companies which have been writing non-medical business have had a very favorable experience with it—in fact more favorable than upon their examined business. One underwriter assigned as a reason for this, the carelessness with which the medical business has been examined. He said that in outlying districts the medical examiners had not been carefully selected and that medical business was therefore below standard. Inasmuch as all the non-medical business is very carefully inspected before it is put on the books permanently, a good class of risks has been written.

It is the custom of some of these companies to issue the policy before the inspection report is received. If the report shows the risk to be a poor one, it is then up to the agent to go back and get the policy. These companies find that the cases where there is any real difficulty in getting the policy back, are sufficiently rare to justify a continuance of the practice.

One of the Canadian actuaries states that care must be exercised in the class of business which can be written. While definite rules cannot be announced against certain foreign elements, it is

GENERAL AGENTS MEET

WESTERN ZONE SESSION HELD

Northwestern Mutual Men from Mis-
sissippi to Pacific Confer at
Colorado Springs

COLORADO SPRINGS, COLO., April 29.—Plans for more intensive development of the various general agencies of the Northwestern Mutual Life upon completion of detailed surveys of their fields now being made under the direction of the home office, were thoroughly discussed by Vice-President M. J. Cleary at the annual western conference of the General Agents Association, held here last week.

Clifford E. McMillen of Milwaukee, president of the General Agents Association, opened the meeting with an address of welcome. The first day was largely occupied by speakers from the home office. In addition to Vice-President Cleary, George E. Copeland, superintendent of agencies, and M. H. O. Williams, assistant superintendent of agents, spoke.

Discuss Past and Future Production

Mr. Copeland complimented the general agents on the splendid results achieved by the company through their cooperation the past year and urged even greater production for the year to come. Mr. Williams discussed ways and means of developing man power. With the aid of specially prepared charts he made comparisons between the activity of the various general agencies according to their honor men, populations, number of agents, etc.

Harry R. Ricker, assistant secretary, was practically the only scheduled second day speaker, although many of the general agents entered into the various discussions. Mr. Ricker has specialized in the home office research in connection with option settlements and because of the increasing demand for that kind of insurance it was thought advisable to give him a full day.

Praises Trust Company Service

Mr. Ricker praised the trust companies as conservers of estates created by life insurance. He also advocated the use of the monthly income option in all cases where life insurance is purchased to safeguard wives and mothers against loss of the insured's income after death.

Program for the third and fourth days of the conference was entirely in the hands of the general agents themselves, with practically all those in attendance participating. The meeting was attended by 29 general agents, representing all the territory between the Mississippi river and the Pacific coast.

possible, he says, for the home office to let the agents understand that certain classes of the foreign population and certain races are not acceptable.

The companies that are now writing non-medical will welcome the entrance of new companies into the field. At least those who are interested in the selection of the business will welcome such competition. The more general the plan becomes the less selection there will be against the companies. If only one or two companies write non-medical business, there will be more or less brokerage—open and under cover—of border-line risks. If every company is writing it, each one will get only its share of such business which will probably not affect the whole.

Banquet Mid-West Subscribers

The organizers of the Mid-West Life of Chicago will hold a banquet for all subscribers at the Sherman hotel on Saturday evening. E. E. Rullman, president of the Builders Mutual Life of Chicago, will address the meeting.

COMPANY OFFICIALS COMMENT ON LAPSES

Ratio for Most Offices Was
High Last Year Due to
Financial Stress

LOANS MEAN DROPPING

General Impression That the Situation
This Year Will Show an Im-
provement in Persistency

There was quite a heavy lapse ratio in life insurance for most companies last year, which was a surprise, as it was supposed that the business put on the year before was sold to those who really wanted insurance. The industrial and financial situation however undoubtedly had much to do with the high lapse ratio. The agricultural conditions also contributed. A few company officials have expressed themselves on the situation as follows:

Mutual Benefit's Experience

Percy C. H. Papps, mathematician of the Mutual Benefit Life, says:

"Upon comparing our business terminated in the last two years, I find that business lapsed increased from \$13,608,000 to \$14,700,000. Our surrendered policies increased from \$22,800,000 to \$25,990,000. With the larger amount of business in force the increase in the lapsed business is only what we might expect. The increase in the surrendered business is more significant. Without first year non-forfeiture values we were able to save through the loan privilege a good deal of business and I presume that some of our business which might have gone off the books a year or so ago was finally surrendered in 1924. If the amount of new business written is an indication of business conditions, it seems to me that the improvement in 1924 was more, particularly the last couple of months, namely, following election. We may hope for a better rate of persistency in 1925.

"I tried out a home office reinstatement department some few years ago with certain selected agencies. Experience showed just what we had anticipated: that our general agents are collecting our premiums so well that there is really not much opportunity for a home office reinstatement department."

J. B. Reynolds' Views

President J. B. Reynolds of the Kansas City Life says:

"A very large percentage of the business of the Kansas City Life is in what might be termed strictly agricultural states. No section has suffered more depression during the last two or three years than the agricultural and stock raising interests. Approximately 25 percent of the business is in Nebraska, Kansas, Colorado, Oklahoma, Texas and Missouri. Our lapse ratio for 1924 was high, but we cannot attribute that altogether to business written during the year 1923. Except in a few localities where conditions were extremely bad our 1923 business paid its second premium in 1924 on what we consider an almost normal basis. Our discontinuances for 1924 were considerably augmented over normal by non-payment of policy loans and premium notes on business which was written for the greater part during 1920 and 1921. It is our opinion that a better situation exists and that conditions will improve decidedly, our opinion being based upon our renewal experience of business written during 1922-23. We are having quite a large number of reinstatements and

DeFOREST BOWMAN

General Agent
Bankers Life Company of Iowa

ANNOUNCES:

To You—

Mr. Insurance Broker

The entering of the brokerage field by the great Bankers Life Company of Iowa with the greatest line of Life Insurance Estate Contracts ever offered by any Company—coupled with service—your business is solicited.

To You—

*Mr. Fire & Life Insurance Broker
Mr. Free Lance Agent, and
Mr. New Man in The Field*

**An invitation is extended to join our
Chicago Agency Staff**

Free Schooling and free circularizing, coupled with the greatest agents' equipment for illustrating and selling Life Insurance Estates that is offered by any Company.

With Preferred Disability features for Professional Men and Executives that are written by no other Company—plus special Estate & Income Contracts the Peer of all—Backed by a live General Agency and the most progressive Company in the Business.

We are not interested in hiring the regular agents of other Companies, as we prefer to produce our own Agency Force for "ONCE A BANKERS LIFE AGENT ALWAYS A BANKERS LIFE AGENT."

DeFOREST BOWMAN

General Agent
Bankers Life Company of Iowa
80 East Jackson Blvd.

Suite 637-649

Phone Harrison 8054

Attractive Agency Openings in Thirty-Five States

To Agents who are Master Masons we offer:

Liberal First Year Commissions—
Continuous Renewals — Real Home
Office Cooperation.



We issue all Standard Forms of Old
Line Legal Reserve policies to Master
Masons only—at Net Cost

Insurance in Force over \$180,000,000—
Assets over \$13,000,000.

ACACIA MUTUAL LIFE ASSOCIATION

HOMER BUILDING

WILLIAM MONTGOMERY, President

WASHINGTON, D. C.

Do your fellow agent a good turn—get him acquainted with The National Underwriter, the real insurance newspaper.

restorations on policies that have lapsed, but in a vast majority of cases the amount of insurance is materially reduced and in many cases cheaper forms of policies are of necessity substituted."

Secretary G. W. Steinman of the Midland Mutual says:

"My impression is that our lapse ratio in 1924 will compare very favorably with our experience in this respect in 1923. If the lapse ratio was higher last year, the only way I can account for it is by assuming that the farmers had not yet begun to realize on the higher prices for their products, and that a great many of those insured in 1923 were deprived of incomes from which they expected to pay the premiums on their policies, either by the complete loss of employment, the reduction in hours, or the reduction in salary. My impression is that the condition is improving to some extent, and that the lapse ratio for 1925 will be more favorable than either in 1923 or 1924."

E. D. Fields' Comment

Second Vice-President E. D. Field of the National Life of Vermont said:

"If as some indicate the common experience during 1924 was an increase in the lapse ratio, the National did not share in it. We have been showing an improvement in this phase of the business each year for the last three years, our ratio to mean insurance being 2.98 percent in 1922, 2.19 percent in 1923 and 2.04 percent in 1924."

"We have recognized the spotted conditions in business during the past year, certain lines being very seriously affected and agriculture in the west just beginning to recover from the troubles which have beset it. Our agencies in those sections planned their campaigns accordingly."

Agencies Marked Time

"Our agencies in the great agricultural districts have really been marking time so far as new business is concerned and concentrating their efforts upon the conservation of the old business. This same practice was followed in some of the southern states when the business depression hit them so seriously a few years ago. We believe this plan has resulted in the greatest possible conservation of old business and it has not loaded up the agencies with an unusual amount of paper in financing new business."

"The conservation work of the National is done almost entirely by its general agencies and their district and local representatives, and the home office does not take any steps whatever until all of the resources of the agency have been exhausted. We have done very little from this office in reinstating business, comparatively speaking, and the major credit for any improvement in our ratio is due the agents of the company."

T. A. Phillips' Views

Vice-President T. A. Phillips of the Minnesota Mutual Life says:

"I have a strong impression that there has been a lot of 'catching up' going on in 1924 and to a less extent will be in 1925. By this I mean either paying up of old debts—noticeably true in the northwest agricultural regions but also true in many business enterprises—or the effort to add that additional 'little bit' to production and sales or to decrease costs by that 'little bit' needed to show a reasonable margin of profit. I believe also there is a considerable number of people who managed to survive the so-called deflation years without doing much 'deflating' themselves, probably adding to their debts or liabilities because financially able to do so at the time and without frankly reckoning on their ability or inability to continue on an inflated scale, and that these people are now taking their turn."

"In evidence of this an appreciable number of the middle classes and some of the well-to-do are hard up. There is also the tendency—sometimes called American, although I doubt if confined

to this country alone—to put the excess of income over what is needed for food, clothing and shelter, first into entertainment or comforts and last into life insurance and savings. All of this shows the margin between income and expenses increases, as happens in cycles, a large proportion of people choose to let go first of their life insurance. Whether these and other influences resulted in a temporary increase in lapses in 1924, I am unable to say as I have seen only a few of the companies' statements for 1924. Old Father Time as usual will answer."

Work of the Home Office

"In our own case the lapse rate in 1924 was perceptibly less than in 1923 although not as much so as we had expected. I attribute what improvement we have shown not to business conditions or territorial distribution of business, but rather to the work our home office has been doing in two lines, (1) helping the general agent and his agents to be good business men by learning enough about prospecting, marketing and business management, so that they can show a margin of profit instead of a loss; and (2) convincing the agent through direct contact and home office aids that there actually is a real value to him in persistent business. Both of these, as you will note, relate directly to the field agent and might be summarized as one by saying, help the agent to learn and practice those things which represent to him good business practice or good business management. The average agent has been taught to be a life insurance salesman. If he is to be successful under present day costs, he must learn also to be a good business manager. The business of a successful agent as a rule renews well."

HAS A LIFE EXTENSION PLAN

Would Lower Cost of Life Insurance to Those Who Undertake to Improve Selves as Risks

Edwin C. Swobe of Omaha, Neb., has copyrighted a plan of life extension for life insurance companies which he believes will stimulate the production of new business and materially reduce the lapse ratio of life insurance. It is an effort to put the "merit rating plan" into life insurance as in fire insurance.

The Swobe system of life extension service contemplates the furnishing to the policyholder a copy of his annual physical examination and semi-annual or yearly analysis report consisting of eleven microscopical and eleven chemical tests. This enables the policyholder to become familiar with the various items that show the trend and tendency of his physical condition. These reports take on accumulative value, said Mr. Swobe as they will afford comparative data, indicating any marked changes in weight, lung conditions, heart action, blood pressure, etc., from year to year. Mr. Swobe points out the success of schedule and merit rating in fire insurance whereby the assured is encouraged to improve his risk through lower cost of insurance. Mr. Swobe's opinion is that this can be done in the case of life insurance risks as well as fire insurance risks, and quotes Prof. S. S. Huebner of the University of Pennsylvania, who has long predicted that life insurance companies would do what the fire insurance companies are doing, that is, educate the policyholders through their pocketbooks. Merit rating in life insurance would necessarily have to assume the form of insistence on regular physical examination in the years following negotiations of contract.

Attends Consistory Session

Fred C. Hathaway, manager at Los Angeles of the southern California agency of the Mutual Life of New York, spent last week in Salt Lake City attending the annual meeting of Scottish Rite Masons. Mr. Hathaway had charge of the work in the 32nd degree.

May 1, 1925
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THE
STATE LIFE
INSURANCE COMPANY
INDIANAPOLIS

MORE THAN
TWENTY-ONE MILLION DOLLARS IN SECURITIES

Deposited with the State of Indiana for the
Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE

The Growth of Oak The Solidity of Granite

On Agency Matters Address, **CHARLES F. COFFIN, Vice-President**

Inter-Southern Life Insurance Co.
Louisville, Kentucky

RESOURCES

- | | |
|---|-----------------|
| (1) Has on deposit with State Treasurers for the security of all policy-holders | \$ 7,517,647.18 |
| (2) Has loans to policyholders within policy reserves..... | 2,532,499.77 |
| (3) Has other invested assets..... | 568,720.16 |
| (4) Making total carefully invested securities covering all liabilities..... | \$10,618,867.11 |
| (5) Over and above these resources the Company has invested capital and surplus for the further protection of policyholders amounting to..... | 902,976.17 |
| (6) Making total assets of..... | \$11,521,843.28 |

Insurance In Force . . \$102,408,409.00

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FIFTY MILLIONS OF LIFE INSURANCE NOW IN FORCE

Manager Wanted for Territory in OHIO

TOLEDO
CLEVELAND
COLUMBUS
CINCINNATI

Or we will give a direct Manager's or General Agent's contract in any smaller city in Ohio, if the man is big enough to successfully handle the territory.

THE Cities and Surrounding territory above are exceedingly choice. It is very evident such rich fields will soon be snapped up.

Only aggressive, wide awake men of integrity and proven ability will be considered.

If you desire to represent a real Policyholders Company, this is your opportunity.

The Indianapolis Life Insurance Company has an absolutely clean record of 20 years steady growth. Contracts that appeal—low initial premiums that reduce by very liberal annual dividends. The Company paid 20% extra dividend in 1923 and 1924, and increased its dividend scale for 1925 an average of 26%—write if you believe you can qualify.

The Indianapolis Life Insurance Company

INDIANAPOLIS, INDIANA

For Agency Address

Frank P. Manly, President or Joe C. Caperton, Agency Manager

CONTRACT DIRECT WITH HOME OFFICE

VOLUME IS NOT LARGE

A. & H. PREMIUMS ARE GIVEN

Life Companies' Income on Disability Policies Compiled From Argus Casualty Chart for 1925

Accident and health premiums of life companies, as shown in the Argus Casualty Chart for 1925, do not make a very large volume, outside of the Aetna, Pacific Mutual and Travelers. Neither are the results uniformly profitable, according to the gain and loss exhibit shown in the Chart. The Argus Casualty Chart is published by THE NATIONAL UNDERWRITER.

The Argus Casualty Chart is the only one that includes in one cover the exhibits of all accident and casualty companies. It shows all the business of the general writing casualty companies, the health and accident companies and the accident departments of life companies. It also includes all the companies of every kind, stock and mutual, assessment and cooperative, business men's and travelers associations, and sick benefit societies. Thus full information about all the companies writing all kinds of casualty and disability business is given at one cost.

Gives Full Information

The accident departments of old line life companies are included with the stock companies, although some are mutual. The Argus Casualty Chart gives the financial exhibit for every company of every sort, including assets and liabilities as well as premiums and losses. In addition there is given for the stock companies a gain or loss exhibit on the underwriting results of the past year. There are many other useful features, the table of contents taking a half page for listing the different kinds of information shown.

Premiums and Gain or Loss

For the purpose of showing the accident and health results, the premiums written have been compiled from the financial exhibit, while the underwriting profit or loss is taken from the gain or loss exhibit. The latter exhibit is on an earned basis. As the accident and health results of the Aetna and Travelers cannot be separated from the general casualty figures, the profit or loss of those companies on accident and health are not shown. The figures of the various companies are as follows:

		Und. Profit or Loss
Aetna Life	\$ 5,042,894	\$
Amer. Natl. Tex.	644,614	+46,702
Columbia Life, O.	11,987	+1,354
Columbia Natl. Life	414,818	+25,858
Columbus Mut. Life	68,800	+1,741
Conn. Gen. Life	1,519,673	+44,454
Continental, Mo.	79,745	+1,080
Federal Life	1,570,076	-34,481
Firat Tex. Prud.	20,343	-3,691
Gem City	28,856	+6,039
Liberty Life, Kan.	105,067	-25,790
Metropolitan Life	3,218,058	+91,365
Mid-Continent	37,526	-1,187
Missouri State	438,770	-67,683
Occidental Life	227,296	+12,523
Ohio State	82,509	+13,241
Old Line, Wis.	133,091	+11,166
Pacific Mutual	4,977,849	+514,568
Pan Amer. Life	29,410	-7,921
Pilot Life	198,943	-56,215
Reliance Life	541,189	+73,738
Standard Life, Pa.	75,705	-5,091
Travelers	12,221,531
Wis. Natl. Life	139,267	+7,900

Dallas Leaves for Hartford

William H. Dallas, superintendent of agents of the Atlantic Life, who recently resigned to accept the position of superintendent of agencies of the Aetna Life, has left for Hartford to enter actively upon his duties there May 1. The Atlantic Life has not yet announced his successor.

John B. Cary of Diggs & Cary, general agents at Richmond for the Penn Mutual, who has been spending the past six months in Asheville, N. C., for his health, has returned home fully restored in health and vigor.

FINDS CONDITIONS GOOD

CLEGG'S NEW ENGLAND TOUR

Good Advice Given to Joint Meeting of Two Local Associations in Boston

PHILADELPHIA, PA., April 29.—John William Clegg, president of the National Association of Life Underwriters, has returned from an inspection trip of local life underwriters organizations in the New England district. Mr. Clegg was much pleased with conditions as he found them in that section of the country, with regard to life insurance endeavors. The national president visited Hartford, Conn., Springfield, Mass., New Bedford and Worcester and Boston, where he addressed both the men's and women's local associations. He said in part:

"When you ask a man to tell you how he writes insurance, have in mind that it is impossible. He can't tell you exactly how he does it. He can try, but somehow some of the things that make just the difference between success and failure do not find their way into his talk. He does his work more or less instinctively without thinking just how he does it. It should also be borne in mind that no two underwriters do exactly alike. That is, a great deal of the personal equation enters into the placing of every insurance contract.

Stages in Insurance Writing

"There are, however, observable certain stages in insurance writing. The first stage is what I call the brief case stage. You know the agent who is distinguishable by the large and heavy brief case that he carries, containing almost a complete library. Then comes the fat wallet stage, where an overtaxed wallet takes the place of the brief case with some of the materials eliminated. The next stage discards the wallet and stuffs necessary printed matter into one pocket and application blanks, mostly soiled from disuse, into another and the rate book holding its place in the hip pocket. Finally the rate book is about all that remains in the equipment carried, well-thumbed and soiled from much use.

"The final stage is where all these have disappeared. It means that what was formerly carried in bulk is now carried mentally, and that is best. The more we carry in our heads, the less we have to carry in our hands and the more readily available for use it is.

Study Clients and Their Business

"The underwriter of tomorrow will realize even more than we do today the necessity of study of his business, but also of his clients and their business. He must know the man's business and his needs if he is to serve him to the greatest extent. This means a knowledge of various formations of business partnership and corporations, something about industry and commerce, transportation and all those other things that his clients are engaged in.

"We are all too small. If we are to measure up to our possibilities we must continually make ourselves bigger than we are. Study and contact with each other are roads to this goal. That is why the National Association of Life Underwriters lays such a strong emphasis upon its educational work.

"The association movement has been the most powerful factor in improving the personnel and status of underwriting. In the places I have visited in various parts of the country it is observable that where there are strong associations and practices and ethics are good, and poor ethical practices and evils abound where there are weak associations or no associations.

"It is evident that support of the association must be given if we are to continue to raise the standards of our profession and to keep its ethics and practices what they should be."

"FEWER BUT BETTER"**THAT IS CLEGG'S PLATFORM**

National President of Life Underwriters
Tells of Improvement in Address
at Hartford

HARTFORD, CONN., April 29.—Fewer but better life insurance underwriters in the future were predicted by John W. Clegg of Philadelphia, president of the National Life Underwriters' Association, speaking at the monthly meeting of the Connecticut Life Underwriters' Association. Not only did he believe the underwriters will become better, but he hoped and believed that the presidents and officials of the many life insurance companies will come into much greater cooperation and that a broader spirit of service and willingness to give will grow up among the underwriters. "There is no such thing as a best company," Mr. Clegg said, and urged every underwriter not to let any one company restrict his operations. The underwriter does not represent a company but represents his client. "It's a poor policy for an underwriter to advertise the 'best company,' for the larger companies are all between 70 and 80 years old, the methods of selection are the same for each agent and all are controlled by the same laws."

Opposes Competitive Forms

Mr. Clegg is not in favor of competitive forms of life insurance. He hopes for the day when through the cooperation of the companies forms of contracts will be submitted to the representatives of the companies, and if found favorable will be accepted by all companies or the same procedure adopted by them.

He spoke of the individual underwriter. "We cannot succeed, unless there is a broader spirit in underwriting. We all cannot do business the same way. I do not know what you think about, whether you are interested in literature, religious affairs or what. Each must develop himself according to his individual personality, and the only way to grow is through the willingness to give. If one gets the habit of keeping a thing, there isn't room for bigger ideas. There is a big job ahead here in Hartford," he said, "but unless we act in a way as we would like our fellow underwriters to act under similar circumstances, we will not get anywhere."

"There is a wonderful future if we can measure up to it. But we will not go far, I believe, unless we are willing to cooperate with one another."

Insuring Economic Values

He spoke of scientific salesmanship. Underwriters want to insure properly the economic value of a man's life. They can do more than a banker or a lawyer, for life insurance, Mr. Clegg believes, is the only way in the realm of finance for a man to obtain his fullest economic needs. "But we must be prepared and big enough to meet men on their own ground," he said, if the work is to be accomplished and to the best advantage of the client.

An association will rise only as high as the average intelligence of the group. It is up to each of us to best fit ourselves and then cooperate. The World War showed that life insurance is the only scientific means of protecting life values, and that life insurance would not stay on the books unless there was an agency force back of it.

Plea for Greater Cooperation

In speaking of the associations, Mr. Clegg said that any man who can't write life insurance on its own merits should get out of the business. He further stated that any man who was found, after a careful investigation, to be not morally fit to be accepted as a member of an association should not be accepted as a fellow underwriter.

Mr. Clegg closed with a plea for

WOMEN AND INSURANCE**IS VITAL MATTER TO THEM**

A. F. C. Fiske of Metropolitan Life
Tells How It Interests Them in
Address at Ottawa, Ont.

OTTAWA, ONT., April 29.—"The greatest business in the world," that of life insurance, called so because it more vitally affects the home life of more people than any other business, was described by A. F. C. Fiske, third vice-president of the Metropolitan Life, at a recent meeting of the local Council of Women. Life insurance was the medium by which widows were kept from labor to which they were unaccustomed and unsuited; the means of keeping children out of institutions and educating them to be worthy and respectable citizens. He believed that the institution of life insurance was more necessary to women than to men.

Named as Beneficiaries

"So much for the basic facts of life insurance," Mr. Fiske said. "Now as to how it affects women. In over 90 percent of the business issued by my company, either a wife or a child, or the estate—which amounts to the same thing—is named as the beneficiary. Now life insurance was originally a death benefit. Today more and more people are constantly seeing in it the salvation of the home. The average man can save enough money so that if he lives to be 65 or thereabouts his family will not want. But so few men live to this age."

"The average man carries not nearly enough life insurance. Wives should not overlook the one basic fact—that about 80 percent of the widows of the North American continent are dependent upon outside support for the necessities of life. The average wife thinks that her husband is bound to live and that before he dies he will have accumulated enough money so that she will not want. If this were true there would be no such institution in the world as life insurance. The very uncertainty of human life is the raison d'être of the life insurance companies."

Poverty and Crime

"Political economists in the United States have figured that if each man would insure himself for the benefit of his dependent family for 10 times the amount of his yearly income, that most of your crime and most of your poverty—which is the chief cause of crime—would be wiped off the face of the earth. Therefore, I urge you, not in the name of any company, or in the name of any business, but rather for the sake of humanity, to persuade your husbands to carry an adequate amount of insurance."

"How much insurance should a man carry? The best answer I know is that everyone should provide for his dependents an income sufficient to give them the income they have been in the habit of receiving, for 10 years after the death of the insured."

Bowman After Brokerage Business

De Forest Bowman, Chicago general agent of the Bankers Life of Iowa, is now in the field for brokerage business and has made arrangements to write this class of business. Until now the various general agencies of the Bankers Life have not written brokerage cases. Mr. Bowman has developed a large staff of producing agents in Chicago. He is creating a special department for the handling of brokerage business and expects to do a big business.

greater cooperation and development of self by the individual. This business, he said, is a challenge to every underwriter, and there cannot be success unless there is greater individual responsibility and cooperation among the agents and in the association.

STOP!

If you are looking for a

GENERAL AGENCY

in

Illinois

Indiana

Michigan

or Pennsylvania

You will go no further if you wish an attractive proposition with a high grade company.

Address—N-93

Care of National Underwriter

5.37%

5.37% interest will be paid by Atlantic Life during 1925 on the proceeds of policies held in trust by the Company.

5% interest will be paid on all dividends left on deposit during 1925.

These are just two Atlantic advantages which help our representatives make sales.

If you are interested in making a change an inquiry will enable us to furnish other interesting information regarding agency contracts, policy forms, and the Company.

Attractive territory available in:

West Virginia	Kentucky
Georgia	Alabama
Texas	North Carolina
Michigan	

Honestly It's the Best Policy

Atlantic Life Insurance Company

Richmond, Virginia

CINCINNATI TAX FIGHT

COUNTY WOULD TAX RESERVE

Companies After Injunction to Prevent Action Which Would Drive Them Out

CINCINNATI, O., April 29.—In the opening statement in an injunction suit brought by five life insurance companies having their home offices in Cincinnati, to prevent County Auditor William E. Hess from putting the legal reserves of the company on the tax duplicate. Robert Ramsey, attorney for the companies, gave an excellent review of the establishment of life insurance reserves and explained that they represented a debt to policyholders rather than an asset of the company.

Companies Involved

The amount of tax valuation involved is more than \$200,000,000 for 1923, 1924 and 1925. The largest of the companies involved is the Union Central with \$164,000,000 of reserves. The Western & Southern is next with about \$50,000,000. Other Cincinnati companies involved are the Federal Union, the Ohio National and the Columbia Life.

Would Force Withdrawal

John R. Sage, president of the Union Central, said recently: "If the auditor succeeds in his attempt he will drive our company from Cincinnati and from Ohio. I presume the other companies would feel the same about it. It would be confiscatory taxation for any life insurance company, operating under strict regulation as we do."

Mr. Ramsey explained to the court the difference between assessment and legal reserve life insurance, pointing out that the legal reserves were maintained according to law for the payment of all outstanding policies. He explained the establishment of mortality tables and then said: "Knowing how long the average man is going to live it is a simple matter to determine how much money should be put away each year, so that with compounded interest, this shall equal a certain sum, by the time that average man is to die."

Policyholders Get Reserve Back

"At first there was no law insuring to policyholders all the benefits of the reserve. Today the policyholder gets the reserve back as fully as if it were a bank account in his name. Since the Armstrong investigation in New York in 1906, there have been adopted in various states requirements for standard forms of policy, which provide for cash surrender value, and other values to the policyholder at any time before maturity."

Once Tried to Tax Policyholders

"So clear is it that this reserve belongs to the policyholders, that an attempt was made once in Ohio to tax the policyholders for their share in the reserve. Chief Justice Perkins of Ohio said it clearly belonged to the policyholders and the only reason it was not taxable was because there was no law defining the method of arriving at its actual value to individual policyholders, and the legislature evidently did not desire this to be passed."

Add to Medical Staff

J. K. Gore, vice-president of the Prudential, has announced the appointment of Dr. Andrew Wallhauser of Newark to the medical staff of the company's rapidly growing longevity service. Dr. Wallhauser served as a lieutenant in the medical corps with the army in Mexico in 1916 and with Ambulance Company Hundred Sixty-five of the Rainbow Division of the A. E. F. He is now a major in the Medical Reserve Corps. He has served on the staffs of several large hospitals.

LEGISLATIVE EFFORTS OF OHIO LIFE AGENTS AN EXAMPLE OF NEW POLICY

THE progressive, conscientious life underwriters throughout the country are now thoroughly committed to the policy which demands for the prospect unselfish and efficient service. The growth of the business has involved many fundamental changes not only in the methods of presentation, but in the entire viewpoint of the agent. In line with this development, is the recent action of the Ohio life underwriters who induced the legislature in their state to pass a law dealing with agent's qualification and conferring upon the insurance commissioner punitive authority and discretionary power which is expected to mark the beginning of effective legal control of life insurance practices.

Explained by Bruehl

W. A. R. Bruehl, Jr., general agent for the Home Life of New York in Cincinnati and former president of the Cincinnati Life Underwriters Association, has commented on the work of the Ohio life underwriters. Mr. Bruehl had a considerable part in the framing of the law and has grasped the viewpoint of the progressive life underwriter. He said in part:

"It is very seldom that any industry or profession insists upon the passage of laws whereby that industry or profession shall be governed. Usually there is decided antagonism of such interested persons against restrictive legislation, but it remains for the life insurance agents of Ohio to be placed in the unique position of drafting and having passed a life insurance law whereby life underwriting can be properly and intelligently governed by state officials."

Remedied Bad Situation

"For years the authority of the superintendent of insurance has been in jeopardy whenever endeavor was made to eliminate unethical practices, for in the middle of 1923 the attorney general of Ohio held that certain sections of the general code of Ohio which had been thought to apply to life insurance applied only to the fire insurance business and consequently since that time life insurance licenses had all been issued under the authority of section 654-1 which had been drawn originally to meet the situation in the casualty insurance field and which section did not at all contain the necessary authority to regulate the conduct of life underwriters."

Powerless to Refuse Licenses

"In view of the situation which had existed, largely brought about by the attorney general's ruling just referred to, the insurance commissioner, we have been given to understand, found himself powerless to legally refuse licenses or to revoke licenses of those who were not conducting their life insurance business according to the best established practices and it was only because of the determination of the high class of insurance superintendents that we have been fortunate in possessing that many of the unethical practices had been suppressed, but it was a well recognized fact that if any life insurance agent had objected through the courts to the attempt of the insurance superintendent to clean up the business, there would have been little, if any, law that would have supported the superintendent in his position."

Changes Are Listed

"Furthermore, the old law as it stood applied differently in its restrictive measures to agents of foreign companies than it did to agents of domestic companies, without any apparent reason. Hence, through the law and legislative committee of the Ohio State Life Underwriters Association a bill was drafted, after a careful analysis of the insurance laws of many states, and what we believe to be a real life insurance law is now in force in Ohio. A brief resume

of the various sections may be of interest:

"Section 654-2 provides for the annual certification of life companies to the superintendent of insurance, of all life insurance agents authorized by them to act as such in Ohio. Under the former statute names certified by domestic companies in any year and not withdrawn remain on file indefinitely. Under this section a life insurance agent is defined as 'a person who solicits or negotiates for, or places or renews policies or agreements of life insurance for a consideration or compensation given, paid or promised by any insurance corporation or association or any firm or person.'"

"Section 654-3 provides that licenses may be issued to any person who is a citizen of the United States or who is a resident of the United States and who has taken out naturalization papers."

"Section 654-4 provides for the certification by companies of agents as they are appointed during the year and gives the superintendent of insurance the authority to ask for the completion of a qualification blank touching the applicant's fitness to be licensed as agent. If the completed blank is not satisfactory to the superintendent of insurance, he may require an applicant to appear before him, but such application and examination is not required for additional license on behalf of another company, or for renewal of license."

"Section 654-5 gives the superintendent the authority to issue a license to transact a life insurance business and requires that renewal annually is conditioned only on certification and request of the company. If any license is refused or revoked by the superintendent of insurance, 30 day notice in writing to the agent and a hearing before the superintendent is necessary before revocation shall stand, and within 30 days after such hearing which results in a revocation of license, such person aggrieved shall have the right to review by the court of common pleas of Franklin county."

"Section 654-6 requires the superintendent of insurance to record the names and addresses of all agents licensed and section 654-7 gives the license fee as \$2.00 to agents of foreign companies, with no fee to agents of domestic companies."

"Section 654-8 makes it unlawful for any person to solicit life insurance without a license. It further provides that a licensed agent of one company may pay a commission to a licensed agent of another company without securing a second license and permits an Ohio agent to pay a commission to a duly licensed agent of another state on business written in that other state. This section therefore permits the smooth running of those Ohio general agencies along the borders of our state who have agents in other states."

"Section 654-9 makes it unlawful for any person to engage in abstracting or advertising himself as such without being duly licensed as an abstractor at an annual fee of \$10, but has a provision whereby a duly licensed agent is in no way prohibited from giving lawful counsel, advice or opinion relative to life insurance policies."

"Section 654-10 gives the superintendent of insurance the power to issue licenses to abstractors after assuring himself of the fitness of such abstractors for license, the abstractor being required to make certain statements under oath,

EXHIBIT AT BIG FAIR

SESQUI-CENTENNIAL PLAN

President Clegg of National Association Seeks Company Cooperation for Big Exposition

PHILADELPHIA, PA., April 29.—Life insurance is going to be represented at the big sesqui-centennial exposition to be held in this city next year in celebration of the 150th anniversary of the signing of the Declaration of Independence.

John William Clegg, president of the National Association of Life Underwriters, is already approaching the presidents of the leading life companies with a view to establishing an exhibit.

Confers With Executives

This week Mr. Clegg went to New York to consult with such prominent men as Darwin P. Kingsley, president of the New York Life, Haley Fink, head of the Metropolitan, and others.

President Clegg hopes that exhibition space can be provided for the display of life insurance testimonials, portraits of the biggest men in the underwriting world, pamphlets on the values of life insurance, etc.

It is understood that the Philadelphia Association of Life Underwriters is ready to back this movement to the utmost.

People's Life Shows Gain

The People's Life of Chicago reports that it is passing all previous records for new paid-for business, the first quarter's business this year being nearly three times the amount reported in the same period of 1924. The first quarter's total was over \$1,000,000.

that he will not violate the insurance laws of Ohio or knowingly misrepresent any life insurance policy or company and that he will not make incomplete comparisons.

"Section 654-11 makes it unlawful for any person to represent any unauthorized, dissolved or bankrupt life insurance company."

"Section 654-12 provides that violation of any sections of the act shall be deemed a misdemeanor, with a fine of not less than \$25 nor more than \$500, or imprisonment of not more than six months or both, upon conviction."

"There are of course the usual sections providing for the repeal of any laws inconsistent herewith and the usual constitutionality clause."

Agents Are Commended

"Objection from the misinformed had arisen relative to section 654-10, the objection centering upon the fact that it provided for the licensing of abstractors; while it is true that abstractors under the bill may be licensed, a careful reading of that section will very quickly indicate that abstractors, in the sense in which they usually conduct their business, cannot possibly be successful in the state of Ohio."

"The bill at the hearing before the insurance committee of the House was carefully scrutinized and after the hearing the life underwriters were highly complimented by a remark of one of the committeemen—Gentlemen, this bill in my opinion is an honest bill presented by men who wish to conduct their business honestly, efficiently and ethically—and we believe that a debt of gratitude is owing the life underwriters associations of the state by all agents who wish to conduct their business ethically and by all policyholders who are benefiting through life insurance service."

COMPANY HELD LIABLE

DOUBLE INDEMNITY FEATURE

Court Declares This Is Not Accident Insurance in Meaning of Regular Accident Policy

Holding of life policy which provided for double indemnity if insured died from accident held not to constitute "other insurance" within terms of accident policy held by insured.—In *International Travelers vs. Gunther*, Court of Civil Appeals of Texas, 269 S. W., 507, the insured carried an accident policy which provided that if the insured should carry other insurance of the same kind without giving notice to the association, then in case of an accident it should only be liable for a certain portion of the indemnity.

Took Out Life Policy

While this policy was in force the insured, without notice to the association, took out a life policy with the Bankers Life of Iowa. This life policy provided that double indemnity would be paid if the insured met death by accident. Thereafter the insured lost his life in an automobile accident. The association declined to pay the full amount of its policy, on the ground that the double indemnity clause of the life policy carried by the insured constituted "other insurance." And that it was only liable for its proportionate share of the risk. In denying this contention, the court said:

"The decision of this case must turn upon construction of the words 'other insurance covering the same loss,' used. * * * There can be no doubt that the Bankers' Life, in which deceased was insured * * * was a life company and not an accident company.

"Loss of life is one seldom expected or which seldom occurs under an accident policy. The important and prime purpose is to insure against accident or ill health, not resulting in death. The life policy gives indemnity against death alone. The two policies are radically and essentially different. When for a consideration the life company agreed to pay a greater indemnity for a death from certain causes that did not change it into an accident company.

Was Not Accident Insurance

"The life policy provision as to accidental death was not 'other insurance covering the same loss.' The life policy covered death by accident without the rider and it covered no more after attaching the rider. It did not before or after attaching the rider carry insurance against 'loss resulting from injuries,' effected through accidental means, and it did not carry insurance against sickness. Those were the main items in the accident policy, and those losses were not covered in the life policy. * * * When this difference is borne in mind it is clear that the insurance carried in the Bankers' Life is not 'other insurance covering the same loss.'"

Approves Merger of Societies

The application for a writ of mandamus to compel Superintendent Baker to withdraw his approval of the merger of three large Croatian insurance societies has been denied by the Kansas supreme court. The order is the same as an approval of the merger contract between the societies.

The suit was brought by members of the St. Joseph National Croatian Beneficiary Society of Kansas to prevent the merger of this society with the Croatian League of Illinois and the National Croatian Society of Pennsylvania. The three organizations comprise practically all of the Croatians in this country.

The merger contract had been worked out by the officers of the three societies and had been approved by the supreme legislative bodies of the three orders but never was submitted to the general membership.

SEE DOWNWARD TREND

STEADY DECLINE BY YEOMEN

Iowa Department Report on Fraternal Also Criticises Excessive Operating Cost

DES MOINES, IOWA, April 29.—Criticism of the "high salaries paid to the officers and the more than liberal salaries paid for office help" by the Brotherhood of American Yeomen is contained in a report just completed by the Iowa insurance department which holds that the cost of operation is "excessive." Salary figures which drew the criticism of the department show that officials connected with the home office received \$113,480 in 1924. Figures on the "more than liberal salaries paid for office help" are not available as the company is not required to file individual salary figures for employees drawing under \$3,000 a year.

The examiners also call "particular attention" to the fact that "the membership of the society has steadily decreased since 1921; that the insurance in force has similarly decreased, and that the assets of the society in comparison with the liabilities shows a steady decrease."

The report shows that in 1921 the Yeomen had 3,697 homesteads or local lodges, with a total of 267,189 members, and the insurance in force amounted to \$343,756,500. In 1922, the report shows, the number of homesteads had dropped to 3,191, the membership to 209,782, and the insurance in force to \$261,815,150. There was a further decline in 1923. The homesteads had dropped to 2,931, the membership to 176,978, and the insurance in force to \$212,910,550. In 1924 the homesteads had declined to 2,925, the membership to 166,837, and the insurance in force to \$199,494,650.

The total loss in members from Dec. 31, 1920, to the time the examination was made was 119,111, and the loss in insurance totaled \$168,387,350.

ALL ASSOCIATIONS GET PLAY

Penn Mutual Sends Copy Through President Clegg to All Local Organizations

PHILADELPHIA, PA., April 29.—The little life insurance playlet, "The Heart of the Estate," has made such a profound impression both among life underwriters and the public in general that John William Clegg, president of the National Association of Life Underwriters, is sending out a copy of this playlet to the president of every local life underwriters association in the United States—163 all told.

The playlet—the purpose of which is to stress the great value of life insurance to the widow and children after the bread-winner has gone—has been published in pamphlet form by the Penn Mutual Life, with whose compliments it is being sent to the local associations through National President Clegg.

Newman Missouri State Leader

Robert C. Newman, star producer of the Missouri State Life, during the first quarter of 1925 set the pace for the other agents of the company in the Quarter Million Club competition. Beginning with this year the company set new qualifications for agents seeking to join the Quarter Million Club, it being necessary for agents to reach certain marks on life, group and accident insurance. In the first quarter Mr. Newman obtained 274 percent of the necessary life volume for the entire year, 148 percent on group and 35 percent on accident. James A. Walsh of Chicago, who has always been Newman's closest rival for top honors, in the same period showed 96 percent of his quota on life, 24 percent on group and 34 percent on accident.

Friendly Consideration

A Constructive, direct-mail advertising campaign, developed and executed along practical, extensive lines, gives the salesman of this Company a better chance to secure the signature on the dotted line.

Forceful, impressive sales letters, extra dividend checks, radio maps and programs, birthday cards and many other valuable helps are furnished to the salesman free to assist him in his work.

BANKERS LIFE COMPANY

DES MOINES, IOWA

George Kuhns, President

Western Life
Insurance Company
OF DES MOINES, IOWA
Organized 1907

Now entering upon its 19th year. Over \$20,000,000.00 in force. Assets close to Two Million. Legal Reserve One Million and a Half. Surplus to Policyholders over Quarter of Million.

Home Office
Des Moines, Iowa

State Branch Offices:

Sioux City, Iowa Mankato, Minn. Lincoln, Neb. Topeka, Kans.



Over a million and a half paid to policyholders in this territory.

Eleven million people within two hundred and fifty miles of our Home Office—plenty of opportunity for a good man.

We still have a few good openings.

Direct General Agency Contract—liberal commissions—but we are "hard-boiled" on advances.

COLUMBIA LIFE
INSURANCE COMPANY

Cincinnati, Ohio

S. M. CROSS, President

Empire Mutual

Life Insurance Company

of the United States

KANSAS CITY, MISSOURI

"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE

SEE → **LATEST POLICIES AND AGENCY CONTRACT FOR FACTS**

Openings Ohio, Ind., Ky., Mich., W. Va., Tex., Okla., Pa. and Calif. Write Columbus

FOUR YEARS YOUNG

Our Business in 1924

Income \$608,000.....Gain 13+-%
Assets over \$1,100,000.....Gain 25+-%
Capital and Surplus over
\$358,000Gain 14+-%
Savings in Mortality \$73,000 or... 66 %

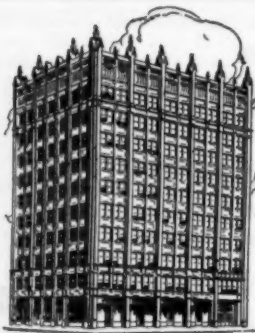
We have paid to our Policyholders or their beneficiaries since our organization started—\$202,476.15.

SALESMEN WANTED

Minnesota, Iowa, Nebraska, Missouri, Kansas, Arkansas and Oklahoma.

NATIONAL RESERVE LIFE INS. CO.

GEO. GODFREY MOORE, President
Topeka, Kansas



New Home Office Under Construction

THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY-TWO YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

The Mutual Life Insurance Company
of New York

34 Nassau Street, New York

National Underwriter Want Ads are Result Getters

Olson's Great Work Is Commended by Chicago Civic Body

THE Better Government Association of Chicago has gotten out a brochure in honor of Edwin A. Olson, United States district attorney at Chicago, who is also president of the Mutual Trust Life. On the title page this sentiment is presented:

"In honor of a man who believes that a public office is a public trust and to assure all friends of law enforcement that in him they have an ally worthy of their cause, this public record of service is issued."

The pamphlet is signed by all the offi-



EDWIN A. OLSON
United States District Attorney at
Chicago and President of the
Mutual Trust Life

cers and executive board of the Better Government Association. It contains a list of Mr. Olson's achievements since he entered office Jan. 2, 1923. During these two years Mr. Olson has disposed of 5,320 civil and criminal cases. There were 3,171 criminal convictions with but 37 acquittals during the same period. Many of the notable cases which Mr. Olson prosecuted are cited. Over 2,000 criminal convictions were obtained during the two years involving liquor law violations. Mr. Olson has proved to be a remarkably successful organizer, having gotten his office in smoothly running shape.

At the time President Harding had Mr. Olson's name under consideration for the position a number of Chicago lawyers wired their protest to his appointment, charging that he was an insurance man and not a lawyer. This is what the Better Government Association says in regard to this protest:

"Some of the attorneys who then protested have since had occasion to witness the departure of some of their clients for the penitentiary as the result of the activity of this 'insurance man.' If the late President Harding had found it possible to appoint such 'insurance men' in every United States attorney's office in the country the department of justice at Washington would have been insured against a lot of worry and congress would have been saved the trouble of debating the question as to whether or not all of its laws can be enforced. If Cook county had 'insurance men' of the same kind in some of its conspicuous law enforcing offices, burglary insurance would be much more reasonable than at present."

"Yes, it is true that this able lawyer and high-minded public official is also an insurance man and an exceedingly good one. He organized and was chiefly instrumental in building up in a few years a legal reserve life insurance insti-

Japanese Reader Sends Letter About Account That is Delinquent

SUBSCRIBERS who have received "urging letters" from the subscription department of THE NATIONAL UNDERWRITER will sympathize with the young Japanese reader who sent the following letter with a remittance for his subscription:

"When I have received your urging letter date of Dec. 1, I feel very sorry as 'Yamato Danshi'—cultured young Japanese, and I do not know how to apologize for my neglect according to the following reasons:

"At first: Mr. T. Y., director of our company, is the subscriber of THE UNDERWRITER, and I have convenience to read THE UNDERWRITER by his good will, then I was intended to stop the subscription after October. I am, however, grateful with your kindness—you send me the winter on credit as usual—determined me to continue the subscription. But

"Secondly: Japanese Yen value astonishingly depreciated since the quake fire, and the course of exchange is unfavorable to our country; moreover, rumor of abolition of gold export prohibition by Japanese authority, hesitated me prompt remittance in spite of Oct. 1 and Nov. 1 letters I received. I was intended, however, to pay back, certainly, my debt at Dec. 25—our bonus month; while, just then, I received your Dec. 1 urging letter. I am extremely ashamed of my neglect. Now enclosed here \$4.50 Yokohama specie bill. Please, as before, treat me as a friend of THE UNDERWRITER."

tution (Mutual Trust Life Insurance Company), a concern which today is a model of its kind, operating in 19 states, with assets of more than a dozen million dollars and with insurance in force of more than a hundred millions. He was president and general counsel of that company at the time of his appointment as district attorney. The executive ability and business capacity which made possible his success in other fields have also made him the most conspicuously successful United States attorney in the country and the people should have these important qualities in mind when selecting their public officials.

"The affairs of Cook county, including the sanitary district, require the highest order of business and administrative ability rather than the services of mere politicians, and if the people are alert they will see in Mr. Olson a new type of public administrator, the kind that can and if given an opportunity will lift Chicago and Cook county out of the bog that a low order of politics has gotten them into. Mr. Olson is, above all, a trained and fearless executive and that is what is chiefly required to run the second largest law office in the United States."

"At this time when the question of law enforcement is being discussed in the pulpit, in the press, and by the public in general owing to crime conditions not only in Chicago but in other parts of Illinois it is a satisfaction to point to one outstanding character, one law enforcement official, who, in two short years, has acquired a national reputation as one of the most capable, courageous and successful prosecutors in the United States."

"His record is so good and so unusual in this crime ridden community that it calls for the highest commendation; and as the Better Government Association believes that it is as much its duty to publicly commend a faithful public servant as it is to condemn an unfaithful one, that record is herewith published and acknowledged."

Mr. and Mrs. Samuel O. Buckner of Milwaukee have announced the engagement of their daughter, Margaret Tully Buckner, to Anson Waller Perkins of Kenosha. Mr. Buckner is in charge of the state of Wisconsin for New York Life.

W. A. Milder

Northern Illinois Manager

is intensively and successfully developing his territory which includes the entire northern part of the state and extends south a little below Springfield. He is the sort of man you'll like—a man who will inspire you to greater accomplishments. He has gone up the life insurance ladder and knows the problems and difficulties with which the men in the field are beset.

He needs the help of real

District Managers

If you are qualified, and would like to work with him and the Peoples Life "the company with a future for you," communicate with him at once, addressing the Home office.



Chicago, Illinois

*There is a future for you
As A District Manager
for The Peoples Life*

An Unusual Opportunity

The Pan-American Life Insurance Company has an attractive general agency opening for important Kentucky territory.

Our general agency contracts are liberal and to the right man financial assistance in keeping with sound business practice will be given.

Pan-American Service includes both Standard and Substandard Insurance, Group Insurance and Child's Educational Endowment. The Company also has a most complete line of both Cancellable and Non-cancellable Accident and Health Policies.

Its Field Service Department, which we believe to be unsurpassed, not only assists in locating and training new agents, but assists our representatives in securing Insurance prospects.

The Company invites correspondence with men who are capable of developing this territory. For further particulars

Address

E. G. Simmons, Vice President and General Manager

Pan-American Life Insurance Company

NEW ORLEANS, U. S. A.

Crawford H. Ellis, President

Cathedral Builders

Each is a cathedral builder—whether he be architect, master mason, or apprentice helper. And each is therefore entitled to respect.

In the institution of life insurance every man and woman, in field or in Home Office, is a builder in the great temple of life. Each is therefore entitled to respect.

And in this organization the man or woman whose production is small is held in the same fraternity as the man or woman whose figures are in the million, provided only that conscience, loyalty, and industry animate the work.

We have room for men and women of high ideals, who believe that life insurance is one of the supreme forms of social service.

The Penn Mutual Life Insurance Company

Philadelphia, Pa.

Organized 1847

THE Company with the personal contract offers excellent openings to clear-thinking, red-blooded agents who like to cooperate with the home office and who will in turn be given every possible aid in their development.

Write or wire for further information

SAN JACINTO LIFE INS. CO.

Beaumont, Texas

H. M. HARGROVE, President

INDIANA OHIO ILLINOIS IOWA MICHIGAN

THE LA FAYETTE LIFE

LA FAYETTE, INDIANA

MUTUAL LEGAL RESERVE

AGENCY CONTRACTS CONTAIN BENEFICIARY PROVISIONS

KANSAS KENTUCKY MISSOURI NEBRASKA

The GLOBE MUTUAL LIFE INSURANCE COMPANY

OF CHICAGO, ILL.

PROGRESS OF THE GLOBE

Estimated Results for 1924 Over Last Five Years

GAIN IN INTEREST INCOME	382 PER CENT
GAIN IN ASSETS	319 PER CENT
GAIN IN INCOME	95 PER CENT
GAIN IN INSURANCE IN FORCE	85 PER CENT
AVERAGE GAIN OVER LAST FIVE YEARS	228 PER CENT

The above figures are the results of the highest grade of service to policyholders and representatives. The latest is

CLAIMS PAID BY TELEGRAPH

To which have been added

CLAIMS ADJUSTED BY RADIO

It is the last word in

SERVICE

T. F. BARRY, Pres., Gen. Mgr. and Founder.

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance," \$1.50, including Quiz Book supplement. The National Underwriter, 1922 Insurance Exchange, Chicago.

LIFE INSURANCE BY STATES

Business issued in 1924 and amount in force December 31, 1924, in various commonwealths

ILLINOIS

Illinois Companies	Issued	In Force
Am. Bankers Life...	1,442,300	2,756,738
Central Life, Ill....	4,080,936	29,853,524
Chicago Nat. Life...	5,677,852	10,536,512
Cloverleaf L. & Cas.	1,601,082	3,041,212
Contin'tal Assur., Ill.	5,136,888	11,636,391
Federal Life, Ill....	690,992	8,528,533
Franklin Life	6,609,547	41,921,393
Illinois Life	12,481,121	85,030,418
International L. & T.	1,843,762	5,290,270
Providers Life	901,888	7,525,684
Peoria Life	8,609,556	45,919,418
Peoples Life, Ill....	2,211,144	7,406,885
Mutual Life, Ill....	3,818,987	17,264,311
Mut. Trust Life	4,898,610	26,555,487
Nat. Life, U. S. A....	5,488,638	32,911,392
North American, Ill.	2,328,963	7,086,659
Northwestern Union	417,516	473,516
Old Colony Life, Ill.	2,651,204	10,452,105
Public Life, Ill....	374,397	4,280,735
Springfield Life, Ill.	261,500	37,389,375
Victory Life, Ill....	742,616	642,313

Other States

Acacia Mutual Life...	3,887,200	20,764,200
Amer. Central, Ind...	116,613	3,840,968
Amer. Life, Mich...	172,081	1,109,394
Amer. National, Mo.	285,347	1,117,105
Amer. National, Tex.	8,906,804	8,059,279
Atlas Life, Okla...	132,500	132,500
Bankers Life, Ia...	15,006,819	101,646,232
Bankers Life, Neb...	840,669	4,044,150
Berkshire Life	2,371,691	19,561,905
Bus. Mens. Assur...	499,500	614,000
Central Life, Ia...	960,871	2,903,074
Cent. States L. Mo.	587,400	2,031,352
Cleveland Life, O...	470,250	3,274,399
Columbian Nat. Life	3,651,902	24,980,501
Continental Life, Mo.	622,880	690,522
Crescent Life, Ind...	628,110	2,501,610
Equitable Life, N. Y.	72,151,682	268,642,497
Equitable Life, Ia...	8,724,476	48,269,632
Eureka-Md. Assur...	151,500	905,144
Federal Union Life	1,012,592	3,319,639
Farmers Nat. Life...	2,708,290	9,269,572
Fidelity Mut. Life...	1,337,508	10,470,826
Girard Life	398,588	3,031,894
Great Northern Life	708,700	1,677,388
Guaranty Life, Ia...	1,109,586	1,376,618
Great Western Life	39,500	48,500
Indiana Polish Life	2,755,120	13,973,333
Home Life, N. Y....	2,692,968	17,427,082
Internat'l Life, Mo.	6,631,201	41,661,064
Merchants Life, Ia...	470,463	7,704,322
Inter Southern Life	3,297,439	4,686,997
Minnesota Mut. Life	3,093,152	5,956,441
Michigan Mut. Life	2,226,858	8,966,349
Missouri Ins. Co....	740,382	256,399
Missouri State Life	9,539,707	38,848,783
Mutual Life, Ind...	906,620	696,308
Mutual Life, N. Y...	42,496,154	292,790,971
National Fd. Life...	310,600	812,796
Old Line Life, Wis...	817,240	3,150,718
Old Line, Neb....	155,500	186,500
Pacific Mutual Life	2,891,387	23,328,209
Pan-American Life	5,681,680	5,511,799
Penn Mutual Life...	15,141,919	91,439,010
Peoples Life, Ind...	854,519	1,983,492
Philadelphia Life...	189,269	1,019,046
Phoenix Mutual Life	3,818,668	19,798,540
Provident L. & A...	1,000	30,000
Provident Mut. Life	5,939,793	31,210,094
Prudential	135,203,940	664,973,233
Register Life, Ia...	604,894	1,604,341
Reliance Life, Ia...	586,070	2,497,597
Reliance Life	2,704,527	10,863,433
Reserve Loan Life...	489,464	1,163,556
Royal Union Life...	750,285	612,855
Security Life, Va...	2,323,568	7,786,435
Security Mut., N. Y.	1,028,176	4,281,843
State Mutual, Mass.	5,774,679	42,070,992
John Hancock Mut...	10,184,990	117,914,835
Kansas City Life...	1,316,500	3,875,699
Lafayette Life	117,332	418,968
Liberty Life, Kan...	85,000	85,000
Lincoln National	7,363,389	21,218,382
Manhattan Life	230,034	2,368,109
Massachusetts Mut.	30,095,671	135,335,965
National Life & Acc.	3,631,445	6,259,677
Nat. Savings, Kan...	8,276,590	54,869,403
New England Mut...	223,500	1,553,963
New York Life.....	69,314,843	445,842,592
North Am. Reassur.	982,100	2,250,000
Northwestern Nat...	1,455,126	8,333,588
Union Central Life	12,347,660	81,549,589
Union Mut. Life, Me.	280,329	3,552,363
United States Life...	1,486,834	3,744,759
Universal Life, Ia...	105,500	269,000
West. Union Life...	4,500	299,418
Canada Life	7,031,976	22,893,213
Great West L. Can.	1,415,715	2,157,456
Manuf. Life, Can...	247,250	1,883,498
North Am. Life, Can.	232,000	2,099,253

Assessment

Bankers Mut.	2,589,500	9,885,000
Chicago Mut. Life...	610,500	1,333,500
Guarant'd Equity L.	246,000	1,286,000
Globe Mutual Life...	7,298,428	23,216,721
Hot. Men's Mut. Ben.	13,200	132,000
Ill. Bankers Life...	2,501,000	42,286,099
Merch. Reserve Life	120,000	2,341,500
Swed. Bap. Mut. Aid	37,000	2,142,500
Swedish Method. Aid	2,346,160
Swedish Mts. Friends	232,500	2,093,500

Issued In Force

Und. Mutual Life...	1,174,681	872,400
Western Life Indem.	94,882	2,418,730
Expressm's Mu. Ben.	568,500	3,469,500
Knights Tem. & Mas.	3,000	622,000

MARYLAND

Atlantic Life	240,000	508,833
Equitable Life, D. C.	186,382	184,282
Equitable Life, Ia...	709,082	1,204,582
Columbus Mut. Life...	33,500	94,500
Life Ins. Co. of Va...	1,218,621	1,430,231
Conservative L. W. Va.	4,000	22,200
Jefferson Stan. Life	422,500	1,912,112
Contin'tl Life, Del.	4,782,692	27,804,429
Acacia Mut. Life...	1,128,400	8,893,580
Nat. Benefit Life...	727,272	765,121
Conn. Gen. Life...	1,218,388	4,702,400
Fidelity Mut. Life...	1,037,089	4,624,779
Equitable Life, N. Y.	10,847,394	47,435,261
Berkshire Life	719,649	5,017,419
Travelers	12,886,073	59,938,582
Metropolitan Life...	36,034,413	183,644,667
Nat. Life, Vt....	1,191,146	10,020,463
Phoenix Mut. Life...	1,355,089	7,884,789
Pacific Mut. Life...	1,338,149	2,812,530
Penn Mut. Life....	2,291,860	15,336,121
North Car. Mut. Life	739,104	817,664
State Mut., Mass...	1,193,754	11,138,737
Mass. Mut. Life...	3,648,161	22,278,219
Home Life, N. Y....	592,118	6,338,881
New York Life...	5,664,885	44,695,992
Peoples Life, D. C.	6,405,961	15,908,468
Prudential	19,527,876	103,520,940

INDIANA

Northwestern Nat...	737,952	947,461
Illinois Life	1,732,032	4,814,767
American Cent., Ind.	2,487,128	14,584,498
Conservative, Ind...	4,143,466	16,926,738
Crescent, Ind.	499,000	2,451,340
Empire L. & A. Ind.	1,571,143	1,348,820
Farmers National...	3,912,626	16,984,765
Lincoln Nat.—Ord...	43,771,391	127,313,028
Lincoln Nat.—Gr...	426,000	1,324,000
Peoples, Ind.	3,879,660	29,399,480
Public Sav., Ind...	5,389,102	21,290,218
Reserve Loan, Ind.	2,069,081	9,516,402

in error are as follows:

John Hancock Mut...	Ind. 1,131,990	1,120,530
Mutual Life, N. Y...	Ind. 8,305,112	55,077,971
Prudential—Ord...	19,806,769	97,037,802
Conn. Gen.—Ord...	909,773	1,754,562
United States Life...	382,842	932,744
Northwestern Mut...	9,262,900	81,322,026

TEXAS

Southern States, Ala.	915,314	1,111,041
San Jacinto L. Tex.	3,954,950	16,030,871
Masonic Life A., N. Y.	27,500	299,500
Nat. Life Assn., Ia...	2,490,000	14,103,000
Guarantee Fund Life	3,586,500	16,806,000

CODE BILL FACING DEFEAT

Attorney General Ekern Comes Out in Open Opposition to Wisconsin Measure

MADISON, WIS., April 29.—Attorney General Herman L. Ekern appeared before the state senate today meeting in a committee of the whole and condemned the Johnson insurance bill to revise and change the entire state insurance code. Mr. Ekern declared that the bill was so extensive and complicated that he was unable to understand it and that he felt certain that no senator could fully understand its provisions. Mr. Ekern declared that if an attempt was to be made to bring radical changes in the insurance system such changes should be brought before the legislature in separate bills and should not be incorporated in a revision bill that fills a volume. The bill will probably be taken up again on Friday with a probability that it faces defeat.

Charles S. Hutchings has resigned from the West Coast Life, where he had been in charge of the restoration department for four years.

Just an Ad—but a Humdinger H-U-M-D-I-N-G-E-R — Humdinger

(The beauty of this letter as a testimonial is that The National Underwriter never heard of it till it was published in the "Pilot," the company's magazine. It is absolutely bona fide and was written by Mr. Davis to excuse an amazing increase in production in his agency.)

What is the greatest difficulty with a new agent? (Ans.) He doesn't know what to say. What is the greatest difficulty with a more experienced but unproductive agent? (Ans.) He doesn't know what to say.

"What to say" is the bug-a-boo of any agent who hasn't mastered the art of handling an interview. He is afraid to say this and afraid to say that. The objections of the prospect back him off the boards.

J. B. Duryea, general agent of the Penn Mutual Life, found that was the trouble with his men. He formed the habit of writing out his successful interviews and keeping type-written transcripts handy for the agents. He set down everything that occurred, objections and answers, showing how easily objections are raised and how easily they are answered.

Thousands of agents are drilled on answers to objections, but the trouble is the prospect doesn't use the book. He springs something the agent hasn't memorized.

The book "What to Say," made up by Mr. Duryea from his transcripts, doesn't offer the agent anything to memorize. It warns him against memorizing. It shows him how to handle objections and lead on to the main point. "What to Say" is not a text to be recited. It is an inside, working view of a good solicitor in action on real cases. It shows the reason for handling points as they were handled. It will put courage and readiness into any agent who is nonplussed by objections that seem sincere.

Mr. Duryea is well known in life insurance. He is a successful general agent and active in Association affairs. His book "How to Solicit" has had a big success, but it does not reach the real need of a new or timid agent like his new one, "What to Say."

"What to Say" is a good sized book, attractively bound in cloth. It is very readable, written in human style, and every agent will recognize that it is taken from life.

Mr. Davis, who wrote the letter on this page, thinks every agent should have a copy of "What to Say" and so does the Pilot Life.

"What to Say" is sold by The National Underwriter at the following prices:

Single Copies.....\$1.50	25 to 40 Copies.....\$1.35 ea.
4 to 11 copies..... 1.45 ea.	50 to 100 Copies..... 1.30 ea.
12 to 24 Copies..... 1.40 ea.	100 or more..... 1.25 ea.

The National Underwriter
420 E. Fourth St., Cincinnati, O.



T. D. DAVIS
GENERAL AGENT

PILOT LIFE INSURANCE COMPANY

HOME OFFICE

GREENSBORO, NORTH CAROLINA

BOX 731
411 CARTER BUILDING
HATTIESBURG, MISS.

Feb. 7, 1925.

Mr. H. B. Gunter,
3rd. Vice President,
Pilot Life Ins. Co.,
Greensboro, North Carolina.

My Dear Mr. Gunter:

I know that you have been very much delighted with the production of our several agents since the first of the year. As the records of the Home Office will show, our best month was the month of January, and I think it will be a matter of interest to you to know the cause of the splendid record we have so far this year, and I am writing you to give you this information since I am thinking that the same influence that has increased our production could be realized throughout your entire agency force.

Just before Christmas I was thinking of what I could buy my agents for a Christmas present. I had what I now know to have been a happy thought and decided to purchase for them the book written by Mr. J. B. Duryea titled, "What To Say." I thought the men would appreciate this even more than any other thing I could do for them for the same amount of money and that it would mean more to them in the long run than anything else I could give them. The facts borne out by our record is indicative by the wisdom of my action.

To illustrate the above statement: Herbert Davis of Gulfport wrote over \$100,000.00 of business in January, and says that the reading of "What To Say" is the thing that put the increased knowledge, pep and spizzierintum into him that enabled him to thus carry on. E. A. Ruble had his best month in January and says that Duryea's book deserves the credit. Noll P. Davis made the remark to me after reading it, "That if it was the only book published and that he could not secure another copy that a thousand dollars would not buy it." Others of my men have made the same statement. Personally, I have made the statement over and over that this book is the greatest thing that has ever been written on the sale of life insurance.

The reading of this book, and we hope to read it at least a dozen times during this year, has meant so much to my agency force that I am extremely anxious for every man carrying the Pilot Life Book to have a copy of Duryea's book. I appreciate the value of this book to any conscientious life insurance man to such an extent that I am willing to offer to refund any real life insurance with the amount of the cost of this book who will buy it and who is not satisfied many times over with his investment. I am sure it is needless for me to say that in recommending "What To Say" to your men that I do so purely of my interest in your men and the Pilot Life, and not because of any interest that I have in Mr. Duryea, or his book in any way.

I hope you will pardon the suggestion, but if I were you, I would make an effort to get this book in the hands of all of those upon whom you are depending for an increased production in the year of 1925.

Yours truly,

T. D. Davis
GENERAL AGENT.



Provident Building
Owned by the Company

Your Own Agency!

Every young man who has made good in the insurance field aspires to an agency of his own. There is opportunity for him in the twenty-one states served by this company.

THE PROVIDENT

Life and Accident Insurance Company

of Chattanooga, Tennessee

(Founded in 1887)

Writes

Ordinary Life Insurance
Accident and Health Insurance
on the Commercial, Monthly Premium and
Pay-Order Installment Plan
Group Disability and Group Life Insurance
Automobile Accident Insurance

SIGNIFICANT FACTS OF 1924

Premium Income.....	\$ 2,851,794.40
Gain in Premiums	307,496.44
Gain in Assets	418,043.97
Gain in Reserves.....	380,821.59
Gain in Life Insurance.....	6,843,166.00
Life Insurance in Force.....	22,544,399.00

Surplus and Reserves to Policyholders.. 2,183,194.73

COMPANY PRACTICE ON INCOME OPTION

Procedure of Individual Companies on Caring for This Feature
Shown in Answers to Questionnaire

AS additional replies are received from the inquiry sent to all life companies by THE NATIONAL UNDERWRITER regarding application provisions for income or settlement option, it is made more evident that few companies make actual provision in the application for this feature. The complaint has been heard in the past that the demand in home offices for more business written on the income plan has not been backed up by field aids, particularly in the matter of making the system less than a burden for the agents to turn in this class of business. Agents have said that the additional detail required and the possibility of incurring delay in policy delivery combined to make them hesitate to wander from the lump sum settlement plan. In order to sound the companies as to their practice on this matter, THE NATIONAL UNDERWRITER recently sent a questionnaire to all companies. Some of the replies were printed last week and additional ones are as follows:

Prudential—Our application contains space for "special request" where such election is made. The company also issues a good variety of monthly income policies. It is not taken care of by a separate blank. It is necessary for the agent to write a letter stating the desire of the insured. It is our practice to endorse the policy at the time of issue or issue a regular monthly income policy, if applied for. This incurs no delay in delivery of the policy and does not complicate the job of the agent.

Equitable Life, Ia.—Election of the income option is provided in the application itself. The applicant may designate in the application or supplementary letter, or at any time thereafter, the election of any of the options of settlement under the policy. Where directions involve contingent interests, it is generally necessary to use additional paper, because of lack of space in the regular blank for complicated instructions. It is also customary for the agent, at the time of sending in the application, to also supply information relative to designation of beneficiaries and any disposition of proceeds of policy, and generally the policyholder depends on the agent to report to the home office any changes he wishes, although, of course, the policyholder has the right to communicate direct to the home office. There is no delay incurred in the delivery of the policy and it does not complicate the job of the agent, depending upon the qualification of the agent.

Atlantic Life, Va.—There is no printed question in our application blank, but there is adequate space to make the request and the company prefers the request made in this way on the application. It is not taken care of by a separate blank. If not requested in the application, we prepare a copy of the endorsement with a request on the bottom for the provisions of it to be placed in the policy, said request being signed by the applicant at the time of the delivery of the policy. A letter from the agent is not necessary, but they frequently want the details. This plan might be simplified somewhat by having a specific question on the application, but our present practice seems to be working satisfactorily.

Franklin Life—Our policies provide for three income options of settlement. If the insured at the time of making application, desires the proceeds of the policy to be made payable as an income, it is customary to insert in the application in the space provided for special request, information as to the option selected, when the policy is issued and endorsement made providing for pay-

ment in accordance with such selection. If this method of payment involves, as it sometimes does, the three options mentioned, the agent usually writes a letter outlining the mode of payment desired. We then prepare a form of request reciting the endorsement that is placed on the policy at issue and send this form of request along with the policy and have the request signed by the insured when delivery of policy is made. We believe this method does not delay the delivery of the policy to the insured and does not complicate the job of the agent.

Michigan Mutual Life—No question is asked in our application with respect to payment of the proceeds in installments, but if the applicant wishes the proceeds payable in a limited number of annual or monthly installments or in installments certain for a number of years, and so long thereafter as the designated beneficiary may survive, our agents are instructed to save space immediately following the description of the kind of policy applied for. If payment is requested in installments in the application, we write the policy accordingly, but if applied some time after the policy has been issued, we require that the policy be returned for appropriate endorsement.

Register Life, Ia.—Our application does not provide for the payment of the proceeds under an installment option. There is no reason why application could not take care of a request that the proceeds be paid other than in a lump sum where the request is a simple or semi-complicated form. However, questions or statements contained in the application as we see it, could not provide for much deviation from a set rule. When you consider that during the past two or three years, we have had a considerable number of requests for payment under the installment option and that in very few cases we could use the request and endorsement for one direction verbatim for another, it seems to us that every request has to be handled on its own merits or as a separate case by itself. If a company could establish certain forms of request and beyond that would not let the insured go, the request in the application could no doubt be used with satisfaction.

However, this would limit the usefulness of the installment option, especially where the agent has induced the insured to take out a policy for educational purposes for his child or children. Therefore, the applicant, insured or agent, in every case where the installment option is to be used, writes us a letter stating how the insured wishes the proceeds to be paid. We, in turn, make up a request which is probably more complete than some companies use for the reason that it is very nearly as complete as the endorsement which is attached to the policy. This is sent to the agent or insured for his signature, together with that of a witness. When this is returned, we may cut the endorsement and attach it to the policy. When the policy is made up at the home office, it is gone over very carefully to see that, if some contingency happens in the future, the company will have no unpaid obligations; or in other words, receipt of the proceeds are finally disposed of.

In attaching an endorsement to a policy that is being issued, we do not send the policy to the insured and then ask him to return it to us. The agent writes a letter when he sends in the application to the office stating how the insured wishes the proceeds to be paid under our installment option. If the request is a simple one, we make up the request together with a policy and attach the endorsement together with a photographic copy of the request, send-

ing the policy, to the agent along with the request. He has the insured execute the request and returns it to us for our file. Where the request is of semi-complicated or a complicated nature, we make up a request and send it out to the agent to have it executed. The policy is held in the office until the request has been returned and the endorsement made up.

* * *

Northwestern Mutual Life—Short forms of request may be inserted in the application, stating the option number desired. No separate blank is provided. It is not necessary for the agent to write a letter as to certain forms of settlement. Of course, this refers only to the simpler options. Separate trust agreements will naturally require a letter. In case of long forms, request may be made in a letter addressed to the company fully expressing the wishes of the person making the election. In prepaid premium cases the form of settlement, based upon the letter or request submitted with the application accompanies the policy for the insured's approval and signature, if authorized, whereupon the policy is returned to the home office for endorsement. Where the premium is not prepaid, according to the application, the policy is endorsed in accordance with the terms of the letter or request and delivery of the policy is subject to the applicant's signing a formal request. Assuming that the endorsement is drawn in accordance with the requirements, such request is then returned to the home office for its files and records. There is accordingly no unnecessary delay on the part of the home office in the issuing of policies carrying special or optional settlement.

* * *

Mutual Life, N. Y.—No provision is made in the application itself for the election of income or settlement option. There is no separate blank. The election is endorsed on the policy. When a request is made in an application and is not complicated, the optional settlement is endorsed on the policy when issued. When the request is complicated, the settlement is endorsed on the policy which is then sent subject to the applicant's statement that endorsement is correct.

* * *

Central Life, Ill.—There is no provision in the application itself for the election, a separate blank taking care of this. It is necessary for the agent to write a letter stating the desires of the insured. The applicant is required to sign a request for this, withdrawable at any time.

* * *

Volunteer State Life—Request of the optional income settlement is made in our application blank under the item "remarks." It is not taken care of by a separate blank, nor is it necessary for the agent to write a letter stating the desire of the insured. If the request for income settlement is made in the application, the policy is issued with proper endorsement and forwarded for delivery. This plan should not delay the delivery to the insured and we have had no complaints that it complicates the job of the agent.

* * *

Philadelphia Life—Election is not provided for in the application. It is taken care of by separate blanks. It is necessary for the agent to write a letter stating the desire of the insured and proper form is prepared and forwarded for the insured to execute. This applies to any form of installment option, simple or complicated, on an existing policy. With regard to new insurance, designation may be made in the application. A separate blank is not necessary. Neither is it necessary for the agent to write a letter except where unusual or complicated benefits are desired.

* * *

United States Life—When applying for insurance, the applicant indicates in what manner he wishes his insurance payable. A separate blank is provided, if the policy has been previously issued.

A letter is not necessary from the agent, but desirable.

* * *

Bankers Life, Ia.—Election of the income option is not provided in the application itself. It is taken care of by a separate blank. It is also necessary for the agent to write a letter stating the desire of the insured. At the time the policy is issued, we forward a printed request for election in duplicate and when they are returned to this office, one copy is filed with our papers and one returned to the insured to be filed with the policy. Provision is made in the application itself for the election of options, if any.

* * *

Old Line Life, Wis.—Provision is made in the application itself for election of options, if any of our full line of income policies is selected. If not, such election is expressed in a letter. All of our regular policies have optional modes of settlement, either at death or upon maturity of the contract, including income options. If the assured wishes to exercise any of these options, all he needs do is to express his wishes in a letter accompanying the application.

* * *

Connecticut General Life—Election of income options is not especially provided in the application itself, though it may easily be indicated. There is no separate blank and no letter is necessary from the agent, the desire being expressed in the application. When the policy is issued, we modify the clause relating to the payment of proceeds and provide a rider covering the method selected.

* * *

Southland Life. If an applicant when just making application for a policy desires an income policy, the application should be filled out accordingly, in which event an income policy on a specially provided form will be issued. No separate blank other than the application is necessary nor is it necessary for the agent to write a letter. If an insured under a policy payable in one lump sum desires to have it payable in installments he has only to return the policy to the company with a letter setting forth the kind of income desired.

* * *

New World Life—We issue special policy contracts to cover income feature as a settlement option. Accordingly, there is no more delay in connection with the issuing of the monthly income policy than any other policy. Our policy forms provide for both the limited installments and continuous income for the beneficiary. Accordingly, the only change in the application form is to apply for a different form of insurance and the insurance will be granted by us without delay.

* * *

Pacific Mutual Life—The company issues income insurance contracts and where the agent has solicited this particular plan of insurance protection the application calling for the plan of contract desired is, of course, handled precisely the same as any other application. To a very appreciable extent, however, the company's settlement options, which have been included in regular contracts for many years, are made use of. Where a settlement option is desired in conjunction with new business the company is advised either by a notation on the reverse side of the application or by a letter from the agent. As a general rule in such cases a suitable endorsement is placed on the policy at the time it is issued and an amendment to the application is furnished the agent to be executed by the applicant and returned to the home office at the time the policy is delivered.

Where a settlement option election is made subsequent to the issuance of the policy the use of printed forms has been found not altogether practicable except to a very limited extent. Where the request clearly explains what is desired the matter of making the same operative calls for no more delay than that necessary to obtain the policy, make suitable endorsement thereon and secure the written acceptance of the insured.



"Ordinary Life if You Die Optional 20-Pay Life or Endowment if You Live!"

That is exactly what our "Complete Protection Policy" provides. Here is a policy that you can sell—there is a definite tangible demand for it. Haven't you had many cases where because a man had to think of his family's immediate protection he chose ordinary life instead of 20-pay? Of course you have. Would a 20-pay policy paying if he died before the 20 years, the regular ordinary life benefit that his premium would have purchased, have interested him? Of course it would—just as it is interesting you this minute.

The National Savings Life is a growing company. We are operating in Kansas, Missouri, Arkansas and Illinois. We have an attractive line of policies, believe in and give sincere service and are backed by men of integrity, purpose and of proven worth. We want men—real men to represent us.

Let us show you that you can do it better with the National Savings Life. Address Louis A. Boli, Jr., Vice-President and Agency Director, Wichita, Kansas, for full particulars.



The
**NATIONAL SAVINGS
LIFE
INSURANCE COMPANY**
National Savings Bldg. Douglas at Emporia
WICHITA

We Want a General Agent

An old line, legal reserve life insurance company of thirty-eight years' standing wants a General Agent for Columbus, Ohio and surrounding territory where they are not now represented.

The company's line of policies is complete and thoroughly modern; its sales methods are excellent; Home Office co-operation with men in the field good; and the agency contract is decidedly attractive.

All communications confidential. Address

N-90, care of National Underwriter

[We also have General
Agency openings in Erie,
Allentown, Scranton, Pa.,
and in Rochester, N. Y.]

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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Life Insurance or Trust Companies

THERE is a question in the minds of life agents as to whether they should always recommend trust companies to administer estates and hold trusts, or whether life companies are the best medium to carry out the wishes of the policyholder in making payment to beneficiaries. Some life men do not hesitate under almost all circumstances to recommend that sums be left with the life companies to administer and pay out.

There is this difference between the two systems that should be recognized. The life company is bound very rigidly by the stipulations of the policyholder. It can only do certain things. It has no discretionary power. It is tied up tight. The trust company is given far more elasticity. It is not compelled to follow a stipulated course.

E. PAUL HUTTINGER from the home office legal department of the PENN MUTUAL LIFE deals very intelligently with this question, he taking the position that if the assured leaves a trust in which it is necessary for the trustee to exercise certain discretion in the payment of the income or the principal, and the instrument is intended to be flexible, then a trust company should administer the funds. However,

Mr. HUTTINGER declares that it is necessary to remember that life insurance is intended to be the last line of financial defense in the welfare of the family, to provide the fundamentals of life, food, clothing and shelter, and as such it is improbable that a discretionary trust should be created out of these proceeds, unless unusual circumstances exist.

Mr. HUTTINGER reaches the conclusion that in general, discretionary trusts may be created that are legal and safe to policyholders, and the proceeds of insurance should be left with the insurance companies under the guarantees which they make.

When it comes however to deciding whether a trust company or an insurance company will do the most for the beneficiary in the way of net returns, the insurance company has many advantages, first in the way of safety and next because the income is exempt from income tax. The trust company necessarily is more expensive in administering its funds than the life insurance company. The trust company deals with each estate alone. It charges a fee for its work. The life insurance company deals with trusts in the aggregate and therefore escapes much extra expense. Those who have studied this question very carefully say that in the long run, a life company gives just as good returns as the trust company.

Gives Service and Gets Reward

A PROMINENT life agent recently called attention to a very self-evident fact that is all too frequently overlooked entirely, viz., that every business transaction should be mutually beneficial. Every member to a transaction should benefit, should give and receive. This is true of the sale of life insurance, as well as of any other business dealing. There are still a few agents who think only of their commissions when they are placing insurance and try to get the most out of the prospect with little regard to fitting the policy to his need and rendering him a real service. This is poor business. It results in dissatisfied policyholders, and consequently in lapses, difficulty of making renewals, and a bad effect upon the business as a whole because the dissatisfied policyholder will complain of life insurance

in general and of that agent in particular.

On the other hand, many agents go to the other extreme. Frequently one hears an agent say that he is interested only in the service he is rendering to his prospects and policyholders and in the good he is doing humanity, and that he cares little for the commissions he receives. This attitude is just as one sided as the other, and shows that the agent is deluding himself or at least trying to delude others. The agent who is not interested in his commissions is a rarity. He has a perfect right to be interested in his commissions. When he sells a life insurance policy he is completing a business transaction and the proper attitude is to desire to render the applicant the greatest service possible, and at the same time to expect his own reward for the work he has done.

Need of More Uniformity

THE NATIONAL CONFERENCE OF COMMISSIONERS OF UNIFORM STATE LAWS has been meeting in Chicago. Its object is to draft new acts for presentation at the general convention in Detroit the forthcoming summer. It is announced that subjects like divorce, highways, industrial arbitration, corporation, drugs, trademarks, mortgages are those that came up. Another subject was the in-

heritance tax law and its variations.

This conference calls to mind that uniformity in insurance regulations and laws would be a mighty fine thing to take up. The present laws are confusing and conflicting. A company finds that it is complying with the law in one state and in doing the same thing is violating the law in another. There is a sad lack of uniformity so far as insurance regulations are concerned.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

President George Kuhns of the Bankers Life of Iowa crowned his fame as a deep-sea fisherman on April 22, when, in company with and assisted by two other Des Moines disciples of Isaac Walton, he took from the waters of the Gulf of Mexico the largest devil-fish ever known to have been caught off the coast of Florida.

The giant vivipara measured 26 feet, 7 inches from tip to tip of his wings, was four feet thick and weighed more than 4,000 pounds.

President Kuhns hooked the big fellow while fishing from the yacht of Maj. Earl Butler of Des Moines, in the waters of the Gulf off Sanibel Island. Assisted by Major Butler and J. B. Green, both of whom are from Des Moines, five harpoons were sunk into the hide of the devilfish and with as many lines running to the yacht, the monster towed the vessel seven miles out to sea.

For three hours the devilfish staged a furious fight to free himself from the harpoon lines. Seventeen shots from a high-powered Springfield rifle only lashed his fury and 21 volleys from a .45 Colts had little or no effect. As a final resort, a killing knife was used and the monster dispatched. He was then towed ashore.

The paper on "Returns Under Agency Contract" by M. A. Linton, vice-president of the Provident Mutual Life, delivered at a joint meeting of the American Institute of Actuaries and the Actuarial Society of America at French Lick, Ind., Nov. 6 to 8, together with the succeeding discussions of the paper, has been published for private circulation from "The Record" of the American Institute of Actuaries, in attractive pamphlet form. It will be remembered that this paper was regarded as extremely valuable as a pioneer attempt at a scientific study of the complicated problems of agency expense and return. Mr. Linton attempted to lay down no definite conclusions, but rather to point out some helpful methods of studying each individual case.

Theodore P. Beasley now stands at the head of the list of all Central Life of Kansas agents, although but 24 years of age and connected with the company for life insurance itself for only 18 months. Mr. Beasley had never sold a life policy before going with the Central Life, 18 months ago. In that short time and despite his lack of previous experience, Mr. Beasley has achieved first rank among the company's agents and in March paid for \$102,500.

Tribute was paid to Eppa Rixey in a recent issue of "The Radiator," the monthly house organ of the Massachusetts Mutual, in which it was stated that Mr. Rixey has not only achieved success and national fame as one of the great baseball players, but has developed as an able and successful life underwriter. Mr. Rixey is a member of the Cincinnati office of the Massachusetts Mutual of which Laurence C. Witten is general agent. He is probably best known throughout the country as one of the great diamond figures in the country, a baseball pitcher with the Cincinnati "Reds." In the article it is stated that "certain other baseball stars have won more notoriety but we nominate our Eppa as the most valuable man to his team, because he has always been on the job, has never failed to establish a percentage above the average, has never been a holdout, trouble-maker and has always gone about his business like the gentleman he is." Mr. Rixey's all round ability has also been applied to the insurance business. He has been with the Massachusetts Mutual since the fall of 1921 and since that time although going through three long hard seasons in baseball, he has nevertheless delivered \$306,240 in new business,

written on 50 lives. He has had no rejections, no not taken policies and only three cases totaling \$13,000 have lapsed.

Applications totalling nearly \$500,000 of business were sent in by the agency force of the Atlantic Life in commemoration of the 71st birthday of Edmund Strudwick, president of the company, which was celebrated recently. Mr. Strudwick has been guiding the destinies of the company for the past 25 years or more and he expects to be at the helm for some years yet.

Clayton M. Hunsicker, one of the leading life insurance underwriters of Pennsylvania, has left the hospital in Philadelphia for his home after a long and very serious illness of many weeks. Mr. Hunsicker is receiving the good wishes of his many friends in the insurance world on his rapid convalescence.

The wedding of S. Lester Guinn, state manager at Denver for the State Life, and Miss Rose Solis, daughter of Ramon Solis, wealthy Denver manufacturer, took place April 18 at Golden, Colo. The couple went to Golden, a 16-mile ride from Denver, and were married secretly, without the knowledge of closest friends or relatives, intending to keep the affair secret for some time. Friends, however, learned of their marriage from the county records at Golden, and the pair admitted it readily. They will make their home in Denver.

Everett L. De Sherlia, who recently joined the office of the Peoples Life of Chicago at Alton, Ill., has been making an excellent record. Although with the company but eight weeks, he has written at the rate of \$500,000 a year.

Walter Albachten of Duluth, general agent of the Continental Life of Missouri, was married on April 14 in New York City to Miss Gwen Barry of New York.

Otto J. Wilhelm, prominent St. Louis architect and a vice-president of the St. Louis Mutual Life, died at his home in St. Louis very suddenly April 23. He suffered a heart attack while at dinner the previous evening.

Walter G. Preston, vice-president of the Bankers Reserve Life of Omaha, and Mrs. Preston are planning an interesting summer trip. They leave June 1 for Buffalo, N. Y., whence they will go by motor to Smith College, Northampton, Mass., where Mrs. Preston was graduated. From there they go to Yale to attend the graduating exercises. Their son, Walter Preston, is a member of the senior class. They then will motor to Ephraim, Wis., and will return to Omaha in July.

John R. Hardin of Newark, N. J., president of the Mutual Benefit Life and member of the law firm of Pitney, Hardin & Skinner, has been elected a life member of the board of trustees of Princeton University. Mr. Hardin graduated from Princeton in the class of 1880. He is one of the most eminent alumni of the university. This gives Princeton two distinguished life insurance presidents on the board, both hailing from Newark, N. J. President Edward D. Duffield of the Prudential is a trustee of Princeton, graduating from the university in 1892.

Marion Rich, general agent for the Missouri State Life in North and South Carolina, is cited by his company as an example of the results of ideals and industry. Before entering the life insurance business 20 years ago, Mr. Rich was a railroad conductor who hoped some day to practice law. He took up the study of law in the university and selling general insurance to aid in

financing his education. However, upon graduation, he was persuaded to enter into partnership with E. D. Cooper and take a general agency for the Hartford Life. The agency then had three agents and \$500,000 in force. Today the same agency, taken over by the Missouri State Life, when it reinsured the Hartford, directs 300 men and pays for \$4,000,000 annually. It has \$25,000,000 in force. It had one banner year when it paid for \$7,800,000. This has been accomplished by the quiet, unassuming leader, Mr. Rich, who originally entered the agency to be a silent partner, but has assumed the leadership of a ranking general agent.

A luncheon will be tendered **Perez F. Huff**, general agent of the life depart-

ment of the Travelers in New York, Saturday to celebrate his tenth anniversary as general agent of the company.

John W. Pattison, vice-president of the Union Central Life of Cincinnati, and **Dudley M. Outcault**, assistant county prosecutor, prominent members of Cincinnati's colony of civilian aviators, narrowly escaped injury last Sunday afternoon when the motor of their airplane went dead in the air, and they coasted from a 500-foot level into the Ohio river, near the mouth of the Little Miami river.

Both aviators escaped without injury, except for a wetting when they swam to the shore. The airplane was damaged only slightly.

LIFE AGENCY CHANGES

TAKES TEXAS FOR OLD LINE

Jerry Frey, formerly with **Orville Thorp Agency**, Made General Agent for **Milwaukee Company**

DALLAS, TEX., April 29.—**Jerry Frey**, for the past 18 months manager of the Dallas city agency of **Orville Thorp**, state agent for the **Kansas City Life**, has resigned to become general agent in Texas for the **Old Line Life of Milwaukee**. Mr. Frey is already at his new post. He has established offices in the Santa Fe building and is busy mapping out activities for Dallas and adjacent territory. He will plant agencies in all parts of Texas as rapidly as the right men for places can be found.

Mr. Frey is among the few individual million dollar a year producers in Texas. The **Old Line Life** has been licensed in Texas for a couple of years and has some agencies established in the southern part of the state. Mr. Frey said plans for building up an agency staff in Texas will be discussed when **R. F. Fry**, president of the company, comes to Texas in May.

No announcement is made by the **Orville Thorp** agency as to who will succeed Mr. Frey.

Louis J. Fohr

Louis J. Fohr, newly appointed general agent for the **Connecticut Mutual** in Chicago, will open his new quarters in the **Continental & Commercial Bank** building in Chicago this week. Mr. Fohr, who has been assistant manager of the life department of the **Travelers' branch office** in Chicago, is opening the second **Connecticut Mutual** office, the general agency in charge of **Henry M. Chase**, continuing to operate jointly. **Henry Tank**, who has also been assistant manager of the **Travelers' office**, will assume the duties performed by Mr. Fohr and **Ralph McCune**, who has been manager of the **Travelers' life department** at **Kansas City**, has been transferred to Chicago as assistant manager in charge of brokerage business.

William B. Mason

William B. Mason, who has been associate manager of the **Equitable Life** of New York in Los Angeles, has become associate manager in the Los Angeles agency of the **Ohio State Life**. **Irving S. Hoffmann** is manager of the agency. He was formerly agency superintendent of the **Ohio State Life**. Mr. Hoffmann attended the agency meeting of the company and last week stopped off at Chicago on his way home.

A. F. Seelig

A. F. Seelig has been appointed general agent for the **People's Life** of Chicago at **Champaign, Ill.**, and has opened offices directly across from the campus of the **University of Illinois** in ground floor space. Mr. Seelig was formerly with the **Carolina**.

LEXINGTON AGENCY OPENED

Mutual Life Promotes Edgar Whitehouse to Managership of New Office in Kentucky

In keeping with the development of business and in order to expedite service to policyholders and agents the **Mutual Life of New York** has made arrangements to open a new agency in **Lexington, Ky.**, May 1. **Edgar Whitehouse**, district manager in Lexington, has been promoted to managership in charge of this agency, with headquarters in the **Fayette National Bank** building. His territory will embrace eastern Kentucky and several counties in Virginia.

Mr. Whitehouse has been connected with the company since 1914. In his first year Mr. Whitehouse qualified for the \$125,000 Field Club and during every succeeding year has qualified for the \$250,000 Field Club. He has been 34 times on the "50 Best Records" for months and twice on the "50 Best Records" for a year.

J. Henry Lynche

J. Henry Lynche has been appointed general agent at **Atlanta, Ga.**, for the

Continental Life of St. Louis. Mr. Lynche has been in the insurance business for more than 20 years, representing one of the leading eastern companies. He plans to put in a special department for women and will endeavor to develop business among women and children.

Hogue & Creighton

The **Provident Mutual Life** has opened a general agency at **Nashville, Tenn.** **Charles F. Hogue** and **Robert W. Creighton** are appointed general agents under the firm name of **Hogue & Creighton**. Mr. Hogue retires from the firm of **Fowlkes & Hogue**, general agents at **Birmingham, Ala.** **Walter B. Fowlkes** succeeds to the **Birmingham** general agency. Mr. Creighton has been for a number of years a local agent and more latterly a district agent of the **Provident Mutual** in Tennessee. Mr. Hogue's old home was in southern Tennessee in the territory of the new agency. The office of **Hogue & Creighton** is in the **Fourth and First National Bank** building at **Nashville**.

Newell C. Day

Newell C. Day has been transferred by the **Equitable Life of Iowa** from **Fort Wayne, Ind.**, to **Johnstown, Pa.**, where he will have charge of a general agency for the company. Mr. Day started in the insurance business at **Kokomo, Ind.**, in 1919. Later he was given the management of the **Lafayette, Ind.** office and then sent to **Fort Wayne**.

Barker, Frost & Co.

Following the appointment of the **Earls-Blain Company** of Cincinnati, the largest general insurance agency in the city, as general agents of the **Berkshire Life**, the **Berkshire** has established another similar general agency with the large agency of **Barker, Frost & Co.** of **Toledo**. The plan is to utilize the solicitors attached to the general insurance agency for the writing of life.

Dr. S. S. Werth

Dr. S. S. Werth has been appointed **Illinois** state manager of the **North American Life of Canada**. Dr. Werth was formerly agency organizer in Illi-

nois for the **Peoples Life of Frankfort, Ind.** For some time he was medical director of the **Security Life of Chicago**.

Julius Abrahamson

Julius Abrahamson of Chicago, who has been connected with the **Illinois Life's** producing force for a number of years, has joined the **Travelers** in his city.

Dick Walker

Dick Walker, a member for several years of the **Peoria, Ill.**, agency of the **Massachusetts Mutual Life**, but who has lately been connected with the publicity department in **Los Angeles** of the **West Coast Theaters**, has returned to the field of life underwriting as district manager of the **Massachusetts Mutual Life** in charge of organization and development of **Orange county**, with headquarters at **Santa Ana, Cal.** This appointment was made by Manager **Frank E. McMullen** of the **Los Angeles** agency.

Life Agency Notes

E. E. Spear, district agent of the **Penn Mutual Life**, has moved his headquarters from **Des Moines** to **Shenandoah, Ia.**, where he will be associated with **H. E. Deater**, mayor of that city, in the insurance business.

A. D. Pouliot, state agent of the **International Life** in **Minnesota**, has gone with the **Fosseen-Blomgren Co.** of **Minneapolis** as manager of its insurance department. The agency for the **International Life** is retained.

L. M. Brown has been appointed district agent at **Dyersburg, Tenn.**, for the **Bankers Life**, with **Lake county** as his territory. **Frank R. Blake** has been appointed special agent for **Henry county**, with offices at **Paris, Tenn.**

Alcoholic Death Figures

The **Metropolitan Life** has just issued some extremely interesting figures in regard to alcoholic deaths in the **United States and Canada**. The report covers the last three and a quarter years and shows 1,280 deaths from alcoholism among the industrial policyholders of that company residing in the **United States**, while only 13 occurred in **Canada**. The ratio was approximately 100 to 1, while the ratio of policyholders in the **United States and Canada** is 13 to 1. The deaths from alcoholism do not include wood alcohol or cirrhosis of the liver, which is closely associated with alcoholism. Wood alcohol deaths are classed as acute poisoning.

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We want an established personal producer to build a business for himself in Washington.

We offer every possible aid and encouragement to a live wire, who believes in giving and getting good service.

We are a low cost participating Company now represented in six states by high grade agency organizations. We are expanding rapidly, yet solidly, and we need a few more capable General Agents to represent us. Our proposition is worth while.

Address in Confidence

The

Midland Mutual Life Insurance Company

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"Its Performances Exceed Its Promises"

Mr. Broker:—

Have you established an account with the Aetna?

We specialize in handling large lines of life insurance for brokers.

Broad sub-standard service.

The New Aetna Salary Budget Plan will increase your sales materially, and give you better contacts.

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AETNA LIFE INSURANCE COMPANY

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You Want More Business!

You want your clients to be satisfied with the service your companies and your agency renders.

Kaufmann Systeman Security Holders

are the best leather containers on the market designed to provide a place for insurance policies, bonds and other valuable papers. They typify quality service and as such help to deliver those extra policies.

Use the coupon—an examination will convince you. The price is \$2.25. There is a larger size at \$3.15. Liberal quantity discounts. In lots of 25 or more your name on the holders without additional charge. Use the coupon today!

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I would like to examine a Systeman Security Holder. If I decide to keep it I will remit \$2.25 within ten days. If not, I will return the holder.

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Address

EASTERN STATES ACTIVITIES

"MIKADO" OPERA PRESENTED

Mutual Life Home Office Employees
Stage Elaborate Performance of
Gilbert & Sullivan Opera

The Mutual Life Association, composed of the home office staff of the Mutual Life of New York, gave a sumptuous and elaborate revival of Gilbert & Sullivan's tuneful comic opera "The Mikado or the Town on Titipu," April 29. The association has the unusual advantage of having among its membership a large number of talented singers and all these have volunteered their services. The following cast was selected: The Mikado of Japan, Arthur F. Ekins; Nanki-Poo, Arthur Q. Bryan; Ko-Ko, Homer G. Ayres; Pooh-Bah, Ward M. Hawley; Pish-Tush, Arthur L. Spyr; Yum-Yum, Edwina Schoeneck Fuchs; Pitti-Sing, Helena M. Smail; Peep-Po, Marion M. Parish; Katisha, Dora Bard; Nee-Baw, George F. McCordle.

Made Big Hit Last Year

A little over a year ago a production of "Pinafore" was staged which evoked very favorable comment. It was a performance of which a professional organization might well be proud. This performance of the "Mikado" was superbly mounted. The big revival of this opera by the Shuberts put these ambitious amateurs on their mettle. New scenery was especially painted for this performance.

Many Singers of Note

Several singers of note in the cast included: Edwina Schoeneck Fuchs, soprano soloist of Grace Presbyterian Church; Arthur Bryan, tenor soloist at Embury Methodist Church; Arthur Ekins, soloist at the First Baptist Church; Helena Smail and Marion Parish of Richmond Hill, both well known in Long Island musical circles, and Ward Hawley whose work is well known in legitimate drama. A recent addition to this little group of artists is Dora Bard, the contralto soloist of the Temple Israel on Washington Heights, Manhattan. Miss Bard is a southern girl and a newcomer in the city. She is the possessor of a contralto voice of rare beauty and power and this combined with a fine stage presence made her an ideal Katisha.

Thompson With Equitable of Iowa

NEW YORK, April 29.—Hoey & Ellison have been appointed agents of the Equitable of Iowa in New York City and have secured as manager of the new life department Harvey Thompson. Mr. Thompson has been connected with the Charles B. Knight agency of the Union Central Life for many years, his relations altogether with that company having been or 17 or 18 years duration. The Equitable of Iowa, which entered New York several weeks ago, had already opened one agency in the city in charge of Paul R. Wendt, formerly of the Newark agency.

COVERED NEW ENGLAND FIELD

William H. Searle Assisting Local Associations to Get on a Better Business Basis

PHILADELPHIA, PA., April 29.—William H. Searle, assistant to John William Clegg, president of the National Association of Life Underwriters, is back from a trip through New England helping the life underwriters to organize their association on a better business basis.

Mr. Searle found in Connecticut that the executive committee of the Connecticut Life Underwriters Association was favoring breaking up the state association into five different local units or associations calling for meetings in those districts regularly. Mr. Searle endorsed this move as of great benefit to the associations and the individual underwriters. He promised the state association executive committee that he would try to work out some sort of legislation to help the Connecticut underwriters to get on a firmer foothold from every standpoint.

While Mr. Searle was in Hartford, Howard P. Dunham, Connecticut insurance commissioner, delivered an address before the state association in which he urged every life insurance man of Connecticut to join the association. Mr. Dunham said that the state association had been a great help to him in his work as commissioner.

Salary Deduction Popular

Philadelphia life companies find an ever growing demand for the new salary deduction plan. Companies which held back are now writing on this plan and are prophesying a big volume this year. This kind of policy is proving very popular with the employees of industrial establishments because of the easy premium-payment plan.

"Opening" for New Quarters

The Williams & Clark general agency of the State Mutual Life in Boston has considerably extended and enlarged its quarters at 50 Congress street. To mark the opening of the new quarters a formal opening was held Thursday afternoon. The feature of the afternoon was an address by Gerald A. Eubanks of the famous agency of Hart & Eubanks, general agents of the Aetna Life in New York city.

Still Hope for Group Bill

Renewed hope for the passage by the Michigan legislature of the insurance department's measure to authorize the writing of group life insurance is entertained by Commissioner Hands and others interested in the bill. The measure passed the house but has been reposing in the senate insurance committee. Mr. Hands now claims, however, that he has a promise that his measure will emerge soon with favorable reports.

IN THE MISSISSIPPI VALLEY

SALES COURSE BIG SUCCESS

More Than 250 Attend "School" Conducted by Twin City Life Underwriters at Minneapolis

MINNEAPOLIS, MINN., April 30.—More than 250 life insurance men "went to school" at the two day sales conference conducted this week under the auspices of the Twin City Life Underwriters. Four sessions of two hours each were held at the Radisson hotel,

with Dr. Charles J. Rockwell of Pittsburgh, James E. Bragg of New York and Russell S. King of Chicago in charge. It is doubtful if these three experts ever had a more eager, attentive class of students than greeted them here. Most of those enrolled remained throughout all four sessions, taking notes and absorbing new thoughts and ideas.

Dr. Rockwell occupied the major part of the speakers' time. His subjects included "The New Salesmanship," "Why Men Buy," "Preparing for the Inter-

view," "Approaching the Prospect," "Meeting the Objection," and "Closing the Case."

Mr. Bragg, with the Union Central in New York City, told his audience how the life underwriters of the metropolis handle their prospects. He discussed "Prospecting Methods," "Elements of an Insurance Program," "Presenting an Insurance Program."

Mr. King, with the State Mutual in Chicago, gave three lectures: "Needs of the Family," "Personal Needs," and "Business Insurance."

The success of the short course was beyond the expectations of the underwriters association which sponsored it, this being the first big enterprise the Twin City Underwriters has attempted to carry through since its organization several months ago.

South Dakota Deputy Commissioner

J. E. Mills, well known Sioux Falls insurance man, has been appointed deputy insurance commissioner of South Dakota. He will take his new position at Pierre May 1, succeeding Walter J. Madden.

Mr. Mills has been district manager of the Sioux Falls office of the Western Life of Des Moines for the past year, and formerly was special agent for the Northwestern Mutual for 12 years. He has lived in Sioux Falls for 14 years. He was born and raised in northwestern Iowa, and has spent his whole life in Iowa and the Dakotas except for six years in Chicago.

Pass Old Age Pension Bill

The Garey old age pension bill will go to Governor Blaine of Wisconsin for signature as a result of final action taken by the legislature of that state. The assembly concurred in the measure as amended, 52 to 29, and the senate concurred in the assembly amendments, chief of which removed the provision allowing pensions to inmates of fraternal and benevolent institutions. Under the bill county boards are empowered to

put the pension plan into effect with state aid. Persons older than 70 are entitled to the pensions which would not exceed \$1 a day. Applicants for pensions must be resident in the county for 15 years.

Universal Life Agency Rally

Fifty agents of the Universal Life held their semi-annual two-day conference at Dubuque over the week-end, agencies in Iowa and Illinois being represented. A school of instruction, visit to Freness lake and business sessions with luncheons and other social events filled the conference. The C. C. Haskins agency of Fort Dodge was reported to be leading the field with \$88,000 written in March, while total business for the first quarter of 1925 was 52 percent greater than in the same period last year.

Realty Deal at Minneapolis

The White & Odell agency of the Northwestern National Life at Minneapolis has contracted with the Staring Company, a prominent real estate firm, to carry insurance on its customers. This is the first time such an arrangement has been tried in Minneapolis and the results are being watched with much interest. The policy, furnished free to the purchaser of a lot from the Staring Company, protects him for a period of three years for the amount due on the lot. In case of the purchaser's death within the three year period, the lot is turned over to the heirs free of encumbrance.

Developing Home Field

The North American Life of Chicago is developing its home state far more than ever before. It now has 21 general agencies in Illinois. The Illinois organization is going strong. Practically one-third of the new business is coming from Illinois. It is the intention of the North American Life to make a more

intensive cultivation of central western territory.

Hammond to Move Office

The Chicago office of the Manufacturers Life of Canada will be moved May 1 to 722 Continental & Commercial National Bank building. Ralph D. Hammond, the new branch manager at Chicago, was formerly an agent of the Mutual Life, there, and is well known to the life insurance fraternity of the city. The Manufacturers Life office will be near the new general agency of the

Connecticut Mutual in the same building just being opened in the city.

Suit on Iowa Taxes

Suit asking that R. E. Johnson, Iowa state treasurer, be required to return to the New York Life, \$20,342.90 in alleged excess taxes collected in 1922, has been filed at Des Moines by attorneys for the company. The company contends that the state treasurer, in levying the tax on premiums collected, failed to take into account the dividends or returned premiums paid to policyholders.

IN THE SOUTH AND SOUTHWEST

TWO WRITING NON-MEDICAL

Great Southern and American National First Texas Companies to Enter That Field

DALLAS, TEX., April 29.—The Great Southern Life of Houston and Dallas, and the American National of Galveston have announced the writing of business on the non-medical examination plan. These are the first Texas companies to adopt the non-medical plan according to information available here.

The advices here are that these two companies will accept applications for life insurance to amounts of not more than \$2,500 from persons between the ages of 14 and 45 without medical examination. Disability benefits as well as double indemnity may be applied for on such applications. The Great Southern has barred. Oklahoma business under the non-medical plan but so far as can be learned the American National has taken no such action.

In connection with the applications under the non-medical plans the agents are notified they are expected to submit

only standard business, regarding which there is no doubt as to the applicant's insurability. The companies reserve the right to demand medical examination in cases where there is any doubt or where they deem it necessary.

This kind of business is new in Texas. It is presumed the action of the Houston and Galveston companies will lead others to take a similar course, though no action has been announced. Several of the Texas companies have been writing group business without medical examination for some time.

Plan Richmond Sales Congress

A two-day sales congress will probably be held in Richmond next fall. General agents and managers of life companies met the other day and discussed the advisability of holding such a conference in May, but it was agreed that the fall would be a more opportune time, although no definite decision as to holding it then was reached. If in the event that it is definitely decided to hold the congress in the fall, W. E. Billheimer, the well known lecturer on insurance topics, will probably be asked to direct the conference.

The general agents and managers also

Exclusive Territory

Capable men desiring to build their own General Agencies in territory large enough to give them a real opportunity can obtain exclusive territory of their own choice with this progressive young Company. We accept all classes of life risks, age one day to 65 years.

INDIANA

Terra Haute Indianapolis

OHIO

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MISSOURI

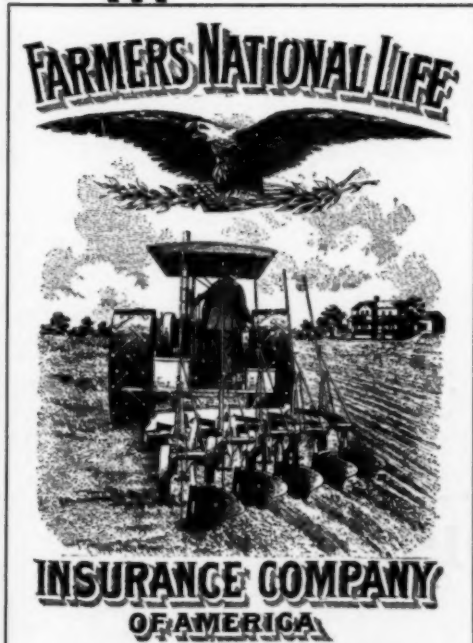
St. Joseph Springfield

are among the present openings for general agents. There are many others in Illinois, Iowa, Oklahoma and Michigan as well as the States named above.

Communicate with A. O. Hughes, Vice-President in charge of Agencies.

Farmers National Life Insurance Company
OF AMERICA

3401 South Michigan Ave., Chicago, Illinois



A Record of Service

The year 1925 marks the seventy-fourth anniversary of the Massachusetts Mutual Life Insurance Company. Ever since 1851 this Company has furnished unexcelled life insurance protection at a low net cost and has maintained its record of unswerving loyalty to its policyholders. The years have brought wonderful growth and prosperity. To-day, as in the past, the whole personnel of the Company is imbued with the spirit of service, a spirit that permeates the entire activity of the organization.

JOSEPH C. BEHAN, Superintendent of Agencies

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

OF SPRINGFIELD, MASSACHUSETTS
INCORPORATED IN 1851

Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

Standard Ordinary and Industrial Policies

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J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer
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Life Insurance for a Greater Number



The scope of National Life service is evidenced by the number of applications received from the uninsured which average about 50% of the total. It is further evidenced by the fact that under 46% of the policies becoming claims the insured carried no other insurance.

A National Life Contract offers the opportunity for increased earnings through selling more insurance to more people. Top contracts available in choice territory.

National Life Association, - Des Moines, Iowa

CAN YOU QUALIFY

For a General Agency proposition in Missouri, Minnesota or South Dakota, with a Company which gives real service to its Agency force, and under direct Home Office connection.

Des Moines Life and Annuity Co.

"The Company of Co-operation"

DES MOINES - - - - IOWA

POLICY LOANS CAUSE LAPSES

Have You found a way to stop this waste?

Our plan IS saving millions for many Companies and is the result of twenty-two years of careful research and experience.

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MUTUAL LIFE OF ILLINOIS

HOME OFFICE

SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

A Company of Service

Service to Policy Holders

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Live Up-to-Date Policies

Ordinary Life

Limited Payment and Endowments

A few good openings for good live producers in Illinois. Correspondence Invited.

H. B. HILL, President

N. H. WALT, Vice-Pres. and Agency Director

JAS. FAIRLIE Vice-Pres. and Actuary

DR. J. R. NEAL, Sec.

took occasion at the meeting to discuss the part-time agent situation, checking over their lists to see whether there were any part-timers on them. The situation was announced to be very satisfactory.

Arkansas Commissioner Resigns

M. J. Harrison, insurance commissioner of Arkansas, has presented his resignation to Governor Terral, effective May 15. Mr. Harrison was appointed commissioner last December, to succeed Bruce T. Bullion, resigned. Prior to his appointment as commissioner, Mr. Harrison had served in the office under Mr. Bullion as assistant

commissioner. On leaving the commissioner's office, Mr. Harrison will form a partnership with Mr. Bullion, who entered the practice of law as an insurance attorney and counselor following his resignation in January.

April—"Poynor Month"

April has been designated "Tom Poynor month" by the Southern Union Life of Fort Worth in honor of Tom Poynor, vice-president and superintendent of agents. It is the birth month of Mr. Poynor and the quota set by the company in honor of the occasion is \$1,000,000. The first 20 days of the month indicated the quota would be reached.

PACIFIC COAST AND MOUNTAIN FIELD

NEW COLORADO LAW SIGNED

Governor Approves Measure Which Will Benefit Life Insurance Operations in That State

DENVER, COLO., April 30.—Life companies operating in Colorado will be greatly benefited, underwriters declare, by the operation of new legislation enacted as H. B. No 270 by the last legislature and signed by Governor Morley. This bill, by Representatives Wheeler and Holcomb, Denver attorneys, is framed to remedy old defects in insurance laws and clarify disputed points. It was passed with the approval of the state insurance department, all five domestic life companies, representatives for foreign life companies and with the unanimous approval of the senate and house insurance committees.

Analysis of New Law

Section 1 of the new law, which is new legislation, defines surplus and how it can be ascertained. Section 2 is an amendment of section 2478 of the compiled insurance laws, which provides that dividends may be paid out of the surplus and profits arising from the company business, instead of just out of profits, as the law previously provided. Section 3 amends section 2481 of the compiled insurance laws, the substance of the change being that under the new law the insurance commissioner does not have to surrender securities deposited with him by companies except on court order, if he be in doubt as to whether such securities should be surrendered.

Reinsurance Provisions

Section 4 is new. The former law provides that under certain conditions a domestic company could reinsure its business and retire. Securities that it had on deposit with the insurance commissioner could not be withdrawn as long as outstanding policies were in force, even though the business were reinsured. In such cases, the securities on deposit were assigned to the reinsurer, but no provision was made which gave the reinsurer right to collect interest and dividends on such securities or to withdraw them and make replacement with others. In actual practice, the reinsurer was permitted so to do, but the new law gives the reinsurer the legal right so to do. Reinsurer, however, may not withdraw securities except on court

order, as provided by Section 3. Section 5, supplementing Section 2485 of the compiled insurance laws, defines insolvency and impairments and makes distinction between them. Section 6 was stricken. Section 7, new, remedies a former defect in the law. Under the old code, all company and agent licenses expired March 31. Annual statements and application for new licenses are filed in February and March. The result is that the department is swamped and new licenses cannot be issued for some weeks after April 1. Formerly, companies really operated illegally during this interim, but the new law continues licenses in force during that period, if taxes and fees have been paid.

Investment Features

Section 8 amends section 2496 of the compiled laws, which formerly prohibited a company's lending more than 10 percent of their value on securities which under the law it would have a right to purchase outright at 100 percent. The new law remedies this condition and provides that deposits of insurance companies in solvent banks and trust companies may be considered proper investments of company reserves. Section 9, new, provides for the amortizing of bonds, as is required by nearly all other states. The old law made no such provision. Section 10, new, provides that when a domestic company has all of its reserve on Colorado securities invested in Colorado securities it shall be deemed to have 50 percent of its assets so invested. Section 11, new, changes the old law extant under Section 2537 of the compiled laws, which prohibited reinsurance by domestics of any part of a risk in a company not licensed in Colorado, though the domestic must pay the state premium tax on business reinsured in an unlicensed company. Section 12 was stricken, and Section 13 amends the former law to make application for receivership for a domestic, whereas the new law requires the insurance commissioner to join with him.

Honor Stripp for High Record

Fred W. Stripp, one of the most popular life insurance men in the San Francisco district and well known for his activities in life underwriters' work was "high man" for March with the Fidelity Mutual Life, producing over \$209,000. In recognition of his achievement Mr. Stripp was presented with a diamond medal by F. W. Heron, supervisor of the Pacific Coast department of the company and was also the recipient of the Fidelity lion from the company. In spite of his large personal production Mr. Stripp finds time to engage in public service, having just brought to a successful close the Community Chest drive for the city of Berkeley. Mr. Stripp is now running for school director of the same city and it is a pretty safe bet that he will also be "high man" in this race.

Reason for Colorado Ruling

The recent decision of the Colorado supreme court, that life companies oper-

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ing on the mutual basis must pay the percent tax on dividends as well as premiums, caused considerable surprise, as a large number of states in similar cases have had exactly opposite supreme court rulings.

Peculiarities of the Colorado law, according to the court opinion, are responsible. The statute reads: "on all premiums collected or contracted for" and "on the gross amount of premiums collected or contracted for." The opinion holds that in the words "contracted for" lay the strength of the commissioner's position in demanding taxes, since the company in writing a policy contracts for payment of a definite premium, without any guaranty that dividends will be paid to the policyholder. Herein, it is explained, lies reason for the unusual ruling.

Company Wins Disappearance Case

Involving the question as to whether George H. Peterson, unheard of since his mysterious disappearance seven years before, had died prior to the expiration of his insurance policy, Aug. 10, 1919, the state supreme court of Washington has reversed the lower court in granting a new trial, and directs judgment upon the verdict of the jury in favor of the Northwestern Mutual. The suit was brought by Lily Peterson to collect insurance.

There is a presumption that death has resulted when a party has been absent seven years without tidings of his existence, but the time when death occurred is a question for the jury, says the supreme court. The burden of proving that death took place at any particular time within the seven years is on the person claiming the right to the establishment of that fact which is essential.

Maclean on Coast Trip

A. T. Maclean, associate actuary of the Massachusetts Mutual Life, has been in Los Angeles for the past week on a visit to the southern California agency of his company, of which Frank E. McMullen is manager. An agency meeting was held for the purpose of affording the members of the agency an opportunity to receive direct information and instruction from Mr. Maclean concerning such details of home office procedure that have a bearing upon

agency work. Mr. Maclean remained in Los Angeles until Thursday, when he continued his Pacific Coast trip northward.

No Bar to Part-Timers

John G. McQuarrie, the new Utah commissioner, as a result of questions submitted since he assumed office, has made a ruling that any person may sell life insurance in Utah regardless of whether or not he follows another occupation at the same time. He has made the following statement, which he claims is based on the insurance laws of the state:

"Any person otherwise qualified may be licensed to sell life insurance in Utah, upon either a full time or part time contract. The fact that he may be engaged in other lines of activity would not in any way disqualify him for selling life insurance; provided, however, that he shall not be permitted to sell or offer for sale any stock or securities, or contracts of any kind, promising returns and profits as an inducement to buy insurance."

Little Colorado Legislation

Little legislation of vital importance to life underwriters was adopted by the Colorado legislature, which has adjourned after 100 days of session. The proposal to abolish the state inheritance tax was killed in the 11th-hour scramble. H.B. 166, providing for a graduated scale on inheritance taxes, did pass however.

The assembly passed a measure increasing the salary of the insurance commissioner to \$4,000 a year (formerly \$3,000); another measure which exempts from all encumbrance funds derived from annuity insurance in Colorado, and a bill amending in minor details the laws governing life insurance of children.

Child Insurance Bill Signed

Governor C. J. Morley of Colorado last week signed H. B. No. 215, by Wheeler and Holcomb, which revises the state laws to permit life policies to be issued in the state on lives of children according to a graduated scale according to age, which, in effect, raises the state maximum to approximately the maximum child-life risk permitted by the companies themselves.

Provident Mutual

Life Insurance Company of Philadelphia
Pennsylvania — Founded 1865

1865—SIXTY YEARS OLD—1925

PROVIDENT Agents in their approach have the advantage of the national advertising of the Company which is striking and original, and also of a Direct Mail Campaign.

IN THE ACCIDENT AND HEALTH FIELD

TRAVELERS CLASSIFIES CLAIMS

Causes of Accidents Specified—Automobile Claims Are Subdivided

A classified list of accidents during 1924 published by the Travelers shows that automobiles produce 5,446 claims under personal accident policies as against 5,137 for the house and yard. The detailed division of claims is as follows:

Causes of Accidents—1924		
	No.	Amount
Automobiles	5,446	\$969,600
At Home—Inside	3,284	364,394
At Home—Outside		
(Around Yard, Barn, etc.)	1,853	235,282
Pedestrians	2,436	399,992
Sports and Recreation	3,950	560,696
Travel	1,133	445,297
Misc. Accidents in Public Buildings	766	135,282
Misc. Outside Accidents	775	79,021
Hotels	184	34,282
Motorcycles	73	15,987
Horse and Vehicle	44	6,880
Elevators—Escalators	25	6,615
Occupational	8,960	738,273
Total	28,930	\$3,994,608

Automobile Accidents—1924

	No.	Amount
Burns and explosions	30	\$ 20,495
Caught in doors, windows	371	22,354
Collisions with animal drawn vehicles	11	3,060
Collisions with autos	837	192,335

Collisions with inanimate objects	252	39,952
Collisions with motorcycles	3	65
Collisions with pedestrians	5	220
Collisions with trains	38	114,602
Collisions with street cars	100	30,409
Struck by flying or falling objects	24	4,295
Entering or leaving	617	77,073
Foreign particle in eye	113	4,667
Gas poisoning	8	1,563
Caretaking or repairing	1,209	68,548
Cranking	794	77,030
Defective appliances	63	17,811
Jolting or lurching	164	15,981
Operating	58	3,769
Skidding or ditching	694	243,734
Miscellaneous	55	31,625
Total	5,446	\$969,600

The above total may be divided as follows:

Indemnity	5,382	\$526,449
Dismemberment	10	25,001
Death	54	418,150
Total	5,446	\$969,600

Illinois Figures Given

The assessment accident companies of Illinois received from members last year \$2,657,377 and paid in claims \$1,834,920. The Illinois Commercial Men's received more than half the premiums of the total, its figure being \$1,530,834. The Illinois Traveling Men's receipts were \$714,332. The Pyramid of Chicago had in premiums \$195,128 and paid out \$82,148; the Underwriters Mutual of Chicago received \$136,200 and paid out \$53,429. The assessment companies of other states received in premiums in Illinois

The Child's 20-Pay Life Optional Endowment Policy

of the

Great Republic Life Insurance Company

of California

Protects both the child and its parents and includes waiver of premium in event of death or permanent total disability of the father, who is the beneficiary. Agents are enthusiastic over its wonderful selling features. If you are interested, write for copy of "Making Dreams of Your Children's Future Come True," and our attractive proposition to agents.

J. R. RAILEY, Manager
Southwestern Department
401-2 Mercantile Bank Bldg.
Dallas, Texas

E. L. BLACK, State Manager
P. O. Box 148
Little Rock, Arkansas

W. H. SAVAGE, Vice-President
Los Angeles, California



Satisfied Policyholders

More than 29% of all business written in 1924 was placed on the lives of old policyholders. What better evidence could there be that policyholders appreciate the "golden rule" service of Iowa's Oldest Company?

Men desiring to become agents for a good, old line company will realize the advantage of a contract with this company of satisfied policyholders.

EQUITABLE LIFE

INSURANCE COMPANY

Founded: 1867

OF IOWA

Home Office: Des Moines

\$470,654 and paid out \$257,783 in claims. The Mutual Benefit Health & Accident of Omaha was the leader, its premiums being \$259,327 and its claims \$147,714.

National L. & A. Promotions

G. T. Carr of Akron, O., and H. A. Sparks of Cincinnati have been promoted to superintendents by the National Life & Accident in their respective districts. Superintendent D. L. Carnes of San Antonio has been transferred to Dallas and Superintendent B. C. McAllister of Tulsa, Okla., has been transferred to Galveston, Tex. They will serve as superintendents in those districts.

Court Held for Company

Effect of Failure to Notify Insurer.—Insured got some sand in his eye. The eye had to be removed. He remained in the hospital 24 days. Neither he nor any one on his behalf notified the insurer, though the policy required notice within 20 days after the accident. There were no evidence that it was not reasonably possible to have given notice. Held plaintiff could not recover. Kraus vs.

Massachusetts Bonding, Appellate Court, Illinois. (1st District.) Decided April 13.

Contract With Old Colony Club

The Inter-Ocean Casualty has contracted with the Old Colony Club for the sale of its ticket accident policy through the local clubs. The policy provides for \$5,000 accidental death and dismemberment and \$25 weekly indemnity for a premium of 25 cents per day. \$2 for ten days and \$10 for 90 days. The policy is similar to the ticket policies being sold at railroad ticket offices. Members and guests of the Old Colony Club are composed of the highest type of business and professional men throughout the United States and Canada, and the Inter-Ocean officials are confident of procuring a good volume of high class business.

Craig on Texas Tour

DALLAS, TEX., April 28.—President C. A. Craig of the National Life & Accident of Nashville was visiting in Texas this week. He addressed the agents of his company at Texarkana, Dallas, Fort

Worth, Houston, Galveston and San Antonio. It was announced by the president that during the first four months of the year Texas led the 21 states in which the concern does business.

National Plans Huge Radio Station

NASHVILLE, TENN., April 28.—Contract for the erection of a super-power radio station, which will rival the finest in the United States and will be one of the two largest in the south, has been made by the National Life & Accident with the Western Electric Company. Plans have been approved by the officials and directors of the National for the early completion of a station in its home office building. There will be only one station of equal power in the entire south. The Atlanta "Journal" will have the only other station of this type. Heretofore 500 watts has been the largest below the Ohio, but each of these super-power stations will be 1,000 watts.

The National's station will give to Nashville not only a national voice, as it will reach not only all points in the United States, Canada, Mexico and Cuba, but, as found by the expert from the

Western Electric Company who has the contract for the erection of the big station, it will very frequently be in immediate and clear touch with Europe. The programs that will be broadcasted by the National will be varied and of an outstanding nature, including lectures, sermons, music, sports and many other attractions. A great dedicatory program is planned for August.

Makes Fine Showing

During the first three months of 1925 the Mutual Life of Illinois showed a 22 percent increase in its accident and health business over the same period of 1924. The accident and health department of the Mutual Life is developing rapidly under the direction of Frank M. Feltz, vice-president of the company.

New Company at Omaha

The Atlas Accident & Health Association of Omaha is a new insurance company organized mostly by Omaha men. The officers and directors are: John A. Farber, Omaha, president; Thomas Werner, Humphrey, Neb., secretary; Nat Meister, Omaha, vice-president; William Woolfe, Neigh, Neb., vice-president; Dr. Fred A. LeMar, Humphrey, Neb., medical director. John A. Farber has been engaged in the life insurance business for the past 15 years, being associated with the Travelers, Prudential and the Northwestern Life of Omaha. Nat Meister has been operating a general insurance business in Omaha for the past 17 years.

WITH INDUSTRIAL MEN

NEWS OF THE PRUDENTIAL

J. Conrad Scheider, Superintendent of the Company at Washington Heights, N. Y., is Honored

J. Conrad Scheider, president of the Washington Heights, N. Y., Chamber of Commerce and superintendent in that section for the Prudential, observed the 20th anniversary of his connection with the company at a dinner to his staff. The Prudential home office was represented by E. J. MacIver, assistant secretary in charge of the division group including New York City, and William C. Deitz, division manager. Mr. Deitz presided at a business meeting which preceded the dinner.

Other guests at the dinner were Charles Horowitz, assistant corporation counsel of New York City; Andrew K. Coyle, manager of the Washington Heights branch of the Corn Exchange Bank; Frank Ritchings, manager of the United Electric Light & Power Co.; Harry Pasternak, of William Solomon & Co., and Dr. Morris L. Ogan, chief medical examiner for the Prudential in that section.

Colleagues Were Present

There also were a number of Mr. Scheider's colleagues from the Prudential field forces, among them W. F. Millett, superintendent at Yonkers; C. A. Egenolf, superintendent of New York City District No. 5; James Baker, of New York City No. 10; A. W. Stuke, of New York City No. 11, and J. F. Hauler, superintendent at Bridgeport, Conn.

Mr. Scheider joined the Prudential field forces as an agent in Binghamton, N. Y., in 1905. Transferred to New England some time later, he served first as assistant superintendent for the company in Bridgeport, and then as superintendent at Waterbury, Conn. He has been superintendent in Washington Heights since 1917.

Leadership in Los Angeles

In Los Angeles, where the Prudential has three thriving districts the honor of first place among assistant superintendents belongs to Louis Garfinkel of the No. 2 District, while the premier assistant superintendent in ordinary is L. W. Wynne of the No. 1 District.

Agent Harvey E. Ury of Carbondale, Ill., formerly connected with the Mount Vernon, Ill., district, has been made assistant superintendent. He assumed charge of the assistance at Cairo, Ill., detached from the Paducah district, and in addition to this city his sphere of operations will embrace Anna, Jonesboro, Mounds, Mounds City and Dongola.

Assistant Superintendent Calvin C. Vaughan of the Traverse City, Mich.

52.4%

of the *new business* issued by The Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, in 1924 was upon applications of *members previously insured in the Company.*

The
Policyholders'
Company



Once a Policyholder—Always a Prospect.

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY
MILWAUKEE, WISCONSIN

W. D. Van Dyke, President

ROCKFORD LIFE

For direct contract with Company, write to

FRANCIS L. BROWN, Secretary and Manager

ROCKFORD, ILLINOIS

MICHIGAN, OHIO AND MINNESOTA TERRITORY OPEN

Central States Life Insurance Company

St. Louis, Mo.

General Agency Openings in

CHICAGO

ILLINOIS

FLORIDA

All Ages up to 65.

Participating and Non-Participating.

Standard and Sub-Standard.

Disability and Double Indemnity.

ASSETS: \$6,500,000

INSURANCE IN FORCE \$65,000,000



Your Clients will

BUY

Non-Cancellable Disability Insurance

then you can

SELL

them LIFE INSURANCE

Continental Casualty Company

910 S. Michigan Ave.

Chicago

May 1, 1925

district has been transferred to the detached assistant at Manistee, Mich. The following were recently advanced to the position of Assistant Superintendent: Floyd B. Streeter, Milwaukee No. 2, Wis.; Ben H. Johnson, Oshkosh, Wis. (Wausau); Otto G. Schamber, Mankato, Minn. (Faribault); Theobald J. Ahern, Mankato, Minn.; Edwin O. Stops, Milwaukee No. 3, Wis.; Vincent Budzynski, Detroit 2, Mich.; William B. Speer, Detroit 1, Mich.; Ray A. Cleveand, Minneapolis No. 2, Minn.; Harry E. Smith, Detroit 5, Mich.

New Assistant Established

A new assistant is established at Holland, Mich., detached from the Grand Rapids, Mich., district. John Wierma, agent at that place, was promoted to assistant superintendent.

After having conducted a successful agency for the past ten years in the Brooklyn No. 2 district, John A. Wayrick is made assistant superintendent for the same district.

Agents Harry E. Knight of Kansas City, Mo., No. 3, and Harold E. Christensen of St. Louis No. 1 have been made superintendents in their respective districts.

PROMOTIONS ARE ANNOUNCED

Announcement of the Advancement of Three Men at Home Office of Prudential Announced

Three more promotions to higher posts on the home office staff at Newark, N. J., have been announced by Edward D. Duffield, president of the Prudential.

William A. Mason, formerly assistant manager of Division D, which embraces southern New Jersey and eastern Pennsylvania, becomes manager of that division, succeeding B. L. Worthington, now supervisor of the southeastern group.

Arthur C. Metz, who has been assistant manager of Division A, takes charge as manager of Division J, succeeding George W. Williams, recently appointed supervisor of the western group.

Arthur F. Messner, formerly assistant manager of Division C, succeeds W. R. Perry as manager of Division Q. Mr. Perry having been transferred to Division H in place of Celestino Olozaga, a Prudential veteran, who has been appointed assistant supervisor and assigned to special work.

Mr. Mason comes of an insurance family. His father was associated with the

Prudential of England before coming to America to assist in the establishment of industrial insurance in this country. His brother, John Mason, is superintendent for the Prudential in the Atlanta, Ga., district. Mr. Mason's home is in Irvington, N. J.

Mr. Metz, as manager of Division J, has charge of the territory from Chicago to East St. Louis. Until his present step he served with William C. Deits, manager of the division extending from Albany, N. Y., to Staten Island. He lives at 56 Clifford Place, West Bronx, N. Y.

Mr. Messner's division extends westward from Colorado and Utah to the Pacific ocean, and northward from San Diego, Cal., to Seattle, Wash.

Mr. Messner is a world war veteran, having served overseas with the troops from New Jersey, first as a lieutenant and then as a captain. He also served with the general staff, and was for some time attached to the army of occupation in Germany.

Mr. Messner and Mr. Metz have been associated with the Prudential since 1905, and Mr. Mason since 1909. Their advancement followed the promotions, announced some time ago, of Supervisors Henry B. Sutphen and John P. Mackin to the rank of assistant secretaries, and of Division Managers Benjamin L. Worthington and George W. Williams to superintendents.

Superintendent Honored

The agents of the Prudential in Rockford, Ill., and surrounding towns staged a week's drive for new business in honor of their superintendent, W. E. Weyant, who celebrated his 20th anniversary with the company and his 15th year as superintendent at Rockford. The drive was staged unbeknown to Mr. Weyant and the agents presented him with 400 new applications.

Promotions by Prudential

Isaac P. Snodgrass, assistant superintendent of the Tacoma, Wash., district of the Prudential has been advanced to the post of ordinary instructor to field forces operating in northwest territory, California, and other states under Division Q. Samuel Ritchie, member of the Tacoma staff, will succeed Mr. Snodgrass.

Julius Lubelsky has been made assistant superintendent of the Prudential in its Rochester, N. Y., district No. 2. He joined the Prudential as an agent July 16, 1917, and his entire service has been in the Rochester district.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

MAKES AGE LIMIT 10 YEARS NEW MISSOURI STATE RATES

Mutual Life Will Issue Insurance on All Plans From Age 10—Rate \$15.94

The Mutual Life of New York has lowered its age limit from 15 to 10 years and will now issue insurance on all plans from age 10 up. At age 10 the rate for ordinary life is \$15.94, for 20 pay life \$25.63, and for 20-year endowment \$47.24. At these younger ages the rates increase very gradually, so that at 15 ordinary life is \$17.40, 20 pay life \$27.34 and 20-year endowment \$47.79. The appeal will be the value of life insurance to inculcate thrift and give in early life a realization of money value as well as a sense of individual ownership with reciprocal obligations, and also that start an estate and a reserve for emergency fund for later years.

Lamar Life

The Lamar Life of Jackson, Miss., will shortly have on the market a preferred risk policy issued on the ordinary life form in amount not less than \$5,000. The values will be the same as those for its ordinary life commercial policy, which heretofore has been issued in favor of partnerships and corporations.

Old Policies Withdrawn and New Forms Issued—Three Disability Options Are Offered

Rates on the new policies of the Missouri State Life have aroused considerable interest. The old nonparticipating policies are withdrawn and replaced by two new forms. In place of the whole life, both continuous premiums and limited payment, there is now issued an endowment at age 85 with continuous premiums and premiums for 10, 15 and 20 years.

Economic Protection Policies

An entirely new form, the "Economic Protection" policy, is offered on the ordinary life and 20-year premium plans, with a minimum of \$2,500 in one policy. The 20-pay is not participating at any time.

All of the new policies, except term, are issued in four forms, at varying rates, as follows: (A) without disability or double indemnity; (B) waiver of premium for total disability; (C) waiver of premium and life income for total disability; and (D) waiver of premium and life income for disability, and double



"Protector of the Home"

In Five Years
this Company has increased
its business in force.....147%
its premium income.....133%
its assets.....190%
its reserves.....267%
its surplus to policyholders..17.5%

**It's a good Company
to tie to**

For the right man, we will enter the State of Florida. Many opportunities are available in Ohio, Kentucky, West Virginia, Tennessee, Michigan, Pennsylvania, New Jersey, Mississippi, Arkansas, Texas, Nebraska and Iowa.

**THE OHIO NATIONAL LIFE
INSURANCE COMPANY**
CINCINNATI, OHIO

W. F. Macallister, Agency Mgr.
T. W. Appleby, Pres.

THE ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

Strong and Progressive

December 31, 1924

Paid to Policyholders—
Over—\$18,000,000.00

Insurance in Force—
\$118,031,431.00

A. C. Tucker, President
D. C. Costello, Secretary Wm. Koch, Vice Pres.

indemnity. The term policies carry only the (A) and (B) forms.

Rates Are Given

The limited payment, endowment at 85 policies are participating only when paid up. With this exception all the new policies are nonparticipating. Rates on several of the new policies without disability, are as follows:

Age	Endowment at Age 85	Ord. Life	Conv. Term
10-15	\$13.16	\$20.47	\$12.20
16	13.43	20.81	12.43
17	13.69	21.20	12.67
18	13.96	21.61	12.93
19	14.25	22.03	13.20
20	14.55	22.46	13.48
21	14.87	22.91	13.77
22	15.20	23.38	14.08
23	15.54	23.86	14.41
24	15.90	24.37	14.75
25	16.29	24.90	15.10
26	16.69	25.45	15.48
27	17.12	26.02	15.88
28	17.57	26.61	16.29
29	18.05	27.22	16.73
30	18.56	27.85	17.19
31	19.11	28.51	17.68
32	19.69	29.20	18.19
33	20.32	29.92	18.73
34	20.98	30.67	19.30
35	21.68	31.45	19.91
36	22.43	32.26	20.55
37	23.22	33.11	21.22
38	24.06	34.00	21.94
39	24.94	34.93	22.83
40	25.88	35.91	23.82
41	26.95	36.94	24.87
42	28.10	38.13	25.98
43	29.30	39.47	27.16
44	30.58	40.93	28.40
45	31.94	42.52	29.72
46	33.38	44.24	31.12
47	34.91	46.08	32.60
48	36.52	48.05	34.17
49	38.24	50.15	35.83
50	40.06	52.39	37.59
51	41.98	54.75	39.45
52	44.04	57.25	41.43
53	46.21	59.89	43.52
54	48.52	62.68	45.73
55	50.97	65.63	48.08
56	53.58	68.75	50.56
57	56.36	72.04	53.20
58	59.31	75.51	55.99
59	62.45	79.16	58.95
60	65.81	83.00	62.09

BERKSHIRE'S NEW SCHEDULE

Dividend Scale for 1926 Announced, Showing Marked Increases, Varying With Age and Form

The Berkshire Life has announced a new schedule of dividends for 1926, showing a marked increase over the present schedule. The increase varies from 10 to 30 percent, depending upon the policy form and age. The new schedule is as follows per \$1,000:

End of Age	Ordinary Life	20-Payment Life
Year		
1	20.14	22.85
2	21.14	24.35
3	22.14	25.85
4	23.14	27.35
5	24.14	28.85
6	25.14	30.35
7	26.14	31.85
8	27.14	33.35
9	28.14	34.85
10	29.14	36.35
11	30.14	37.85
12	31.14	39.35
13	32.14	40.85
14	33.14	42.35
15	34.14	43.85
16	35.14	45.35
17	36.14	46.85
18	37.14	48.35
19	38.14	49.85
20	39.14	51.35

End of Age	Ordinary Life	20-Payment Life
Year		
1	20.14	22.85
2	21.14	24.35
3	22.14	25.85
4	23.14	27.35
5	24.14	28.85
6	25.14	30.35
7	26.14	31.85
8	27.14	33.35
9	28.14	34.85
10	29.14	36.35
11	30.14	37.85
12	31.14	39.35
13	32.14	40.85
14	33.14	42.35
15	34.14	43.85
16	35.14	45.35
17	36.14	46.85
18	37.14	48.35
19	38.14	49.85
20	39.14	51.35

End of Age	Ordinary Life	20-Payment Life
Year		
1	20.14	22.85
2	21.14	24.35
3	22.14	25.85
4	23.14	27.35
5	24.14	28.85
6	25.14	30.35
7	26.14	31.85
8	27.14	33.35
9	28.14	34.85
10	29.14	36.35
11	30.14	37.85
12	31.14	39.35
13	32.14	40.85
14	33.14	42.35
15	34.14	43.85
16	35.14	45.35
17	36.14	46.85
18	37.14	48.35
19	38.14	49.85
20	39.14	51.35

Age	Ord. Life	20 Pay	20 Year
10	\$2.29	\$3.07	\$2.61
11	2.32	3.09	2.66
12	2.35	3.12	2.69
13	2.38	3.14	2.72
14	2.42	3.17	2.76
15	2.45	3.20	2.80
16	2.49	3.23	2.84
17	2.53	3.26	2.88
18	2.57	3.30	2.93
19	2.62	3.33	2.97
20	2.67	3.37	3.01
21	2.73	3.41	3.06
22	2.78	3.45	3.12
23	2.84	3.49	3.18
24	2.90	3.54	3.24
25	2.97	3.59	3.30
26	3.04	3.64	3.37
27	3.12	3.69	3.45
28	3.21	3.75	3.58
29	3.29	3.81	3.61
30	3.38	3.88	3.70
31	3.48	3.97	3.79
32	3.59	4.10	3.90
33	3.71	4.22	4.01
34	3.84	4.36	4.12
35	3.97	4.51	4.25
36	4.11	4.68	4.40
37	4.27	4.86	4.54
38	4.45	5.06	4.71
39	4.64	5.28	4.90
40	4.86	5.53	5.10
41	5.10	5.80	5.32
42	5.36	6.10	5.57
43	5.64	6.42	5.84
44	5.94	6.78	6.13
45	6.27	7.17	6.45

A comparison of the first year dividends on the three principal forms under the old and new scale is shown as follows:

Age	Ord. Life	20 Pay	20 Year
10	\$2.29	\$3.07	\$2.61
11	2.32	3.09	2.66
12	2.35	3.12	2.69
13	2.38	3.14	2.72
14	2.42	3.17	2.76
15	2.45	3.20	2.80
16	2.49	3.23	2.84
17	2.53	3.26	2.88
18	2.57	3.30	2.93
19	2.62	3.33	2.97
20	2.67	3.37	3.01
21	2.73	3.41	3.06
22	2.78	3.45	3.12
23	2.84	3.49	3.18
24	2.90	3.54	3.24
25	2.97	3.59	3.30
26	3.04	3.64	3.37
27	3.12	3.69	3.45
28	3.21	3.75	3.58
29	3.29	3.81	3.61
30	3.38	3.88	3.70
31	3.48	3.97	3.79
32	3.59	4.10	3.90
33	3.71	4.22	4.01
34	3.84	4.36	4.12
35	3.97	4.51	4.25
36	4.11	4.68	4.40
37	4.27	4.86	4.54
38	4.45	5.06	4.71
39	4.64	5.28	4.90
40	4.86	5.53	5.10
41	5.10	5.80	5.32
42	5.36	6.10	5.57
43	5.64	6.42	5.84
44	5.94	6.78	6.13
45	6.27	7.17	6.45

Prudential

The Prudential has announced an increase in the maximum limits for ordinary insurance to \$400,000. The limit on term policies has been doubled from \$100,000 to \$200,000. The following table shows a limit on all kinds of insurance on male lives at different ages.

Age	Limit	Age	Limit
15	\$20,000	54	\$350,000
16	40,000	55	350,000
17	60,000	56	350,000
18	80,000	57	350,000
19	100,000	58	350,000
20	150,000	59	350,000
21	200,000	60	350,000
22	250,000	61	350,000
23	300,000	62	350,000
24	350,000	63	350,000
25 to 50	400,000	64	350,000
51	390,000	65	350,000
52	380,000	66	350,000
53	370,000		

The following table shows the total insurance which will be written on the "modified life" policy on male lives:

Age	Limit	Age	Limit
20	\$150,000	54	\$275,000
21	200,000	55	275,000
22	250,000	56	275,000
23	300,000	57	275,000
24	350,000	58	275,000
25 to 50	400,000	59	275,000
51	390,000	60	275,000
52	380,000		

Guardian Life

The Guardian Life expects to begin its monthly premium plan about May 1. New rate sheets are being prepared as supplements to the rate book, showing the premiums on the monthly basis. The Guardian is figuring its monthly premiums by adding five percent to the annual premium to cover the loading, and dividing by twelve. A minimum of \$10 a month is required for this plan. The company expects to enter the salary deduction field soon after the monthly premium plan has been put into operation.

HAS NEW DIVIDEND SCHEDULE

Continental Life of Missouri Promulgates Increased Scale and Adds First Year Dividend

The Continental Life of St. Louis has announced a new dividend scale for 1925 to apply until January 1, 1926. The company has also called attention to the fact that policies issued after March 15,

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MR. AGENT!

Do you care for QUALITY,
not SIZE? Age, Sound Expe-
rience, Low Cost, a Splendid
Record for over 67 years?

Then why not take
a General Agency for

**THE ST. LOUIS
MUTUAL LIFE**

OUR AGENTS AND POLICY HOLDERS
STICK! WRITE THE HOME OFFICE

MORE THAN 50%

of the business written by some of our
larger agencies is a direct result of the
Fidelity lead service. Our agents interview
interested prospects—people who have writ-
ten the Head Office for information.

Fidelity is a low-net-cost company oper-
ating in 40 states. Full level net premium
reserve basis. Over Quarter of a Billion in
force. Faithfully serving insurers since 1878.

FIDELITY MUTUAL LIFE
INSURANCE COMPANY, PHILADELPHIA

Walter LeMar Talbot, President
A few agency openings for the right men

Some executives in need of sal-
aried employees go on expensive
prospecting tours; others let an ad
of this size and appearance bring
applications to them. One inch,
one column wide, one time, \$5.00.

1925, provide for a dividend at the end
of the first year subject to the payment
of the second year's premium. The new
dividends on ordinary life, 20-pay life
and 20-year endowment are as follows:

Ordinary Life					
Age 20			Age 30		
Div.	Prem.	Policy	Div.	Prem.	Policy
	\$18.65	Year		\$22.81	Year
\$ 6.04	\$ 6.04	2	\$ 6.60	\$ 6.60	2
6.38	26.71	5	7.15	29.55	5
7.04	71.43	10	8.11	80.17	10
7.80	132.39	15	9.25	150.81	15
8.76	215.11	20	10.54	247.66	20

Age 40			Age 50		
Div.	Prem.	Policy	Div.	Prem.	Policy
\$ 7.57	\$32.43	2	\$ 9.38	\$47.99	2
8.36	34.24	5	10.52	42.70	5
9.80	94.60	10	12.53	119.06	10
11.40	179.78	15	14.57	227.70	15
13.05	297.65	20	16.47	377.26	20

20-payment Life			Age 30		
Div.	Prem.	Policy	Div.	Prem.	Policy
\$ 5.93	\$28.81	2	\$ 6.50	\$34.18	2
6.75	27.25	5	7.50	29.08	5
8.33	77.01	10	9.42	85.85	10
10.21	150.19	15	11.68	168.72	15
12.46	255.14	20	14.38	288.42	20

Age 40			Age 50		
Div.	Prem.	Policy	Div.	Prem.	Policy
\$ 7.47	\$42.21	2	\$ 9.29	\$65.72	2
8.71	34.73	5	10.81	43.17	5
11.04	99.79	10	13.56	123.51	10
13.75	196.87	15	16.62	242.18	15
16.93	337.17	20	20.29	412.29	20

20-year Endowment			Age 30		
Div.	Prem.	Policy	Div.	Prem.	Policy
\$ 5.04	\$47.91	2	\$ 5.60	\$49.54	2
6.68	25.02	5	7.24	27.45	5
9.94	78.99	10	10.50	85.19	10
13.94	168.21	15	14.53	119.29	15
18.96	307.36	20	19.56	324.79	20

Age 40			Age 50		
Div.	Prem.	Policy	Div.	Prem.	Policy
\$ 6.52	\$52.90	2	\$ 8.34	\$61.44	2
8.19	31.52	5	10.05	39.44	5
11.46	95.71	10	13.30	116.06	10
15.46	197.95	15	17.20	233.74	15
20.54	353.86	20	22.37	409.18	20

Old Line Bankers Life

The Old Line Bankers Life ratio of
actual to expected mortality in 1924 was
35.3 instead of 65.3 percent, as stated in
the Little Gem Life Chart.

NEWS OF LOCAL ASSOCIATIONS

IS NOW BUSINESS NECESSITY

Trust Company President Praises Life
Insurance in Address Before
Seattle Association

SEATTLE, WASH., April 29—Life
insurance in the state of Washington
has increased 345 per cent in the last
ten years. Worrall Wilson, president of
the Seattle Title Trust Company, told
the Seattle life underwriters at their
April meeting.

"Part of this increase is reflected
among 646,000 policyholders who have
taken out policies for specific purposes,"
Mr. Wilson said. "It is now recognized
as a necessity for a business man to
cover his loans with life insurance,
where the paying off of the loan is de-
pendent upon him individually."

Mr. Wilson said inheritance taxes now
required by state and federal govern-
ment often force liquidation of an es-
tate at a great loss which can be avoided
by carrying sufficient life insurance to
cover the tax. His subject was "Life
insurance in relation to mortgage loans,
bank credit and taxes."

George M. Jacobs, agency supervisor
of the Northern Life, spoke on "Plan-
ning the Day's Work."

Joseph F. Grant was appointed chair-
man of the nominating committee for
the next twelve months.

Philadelphia, Pa.—A big drive for new
members is about to start in the Phila-
delphia association. Simultaneously with
this campaign the association will in-
corporate and raise its dues to the level
adopted by the Cleveland association not
long since. This movement is in line
with the new policy of John William
Clegg, president of the National Associa-
tion of Life Underwriters, who in his
recent trips through the west and south
and latterly to New England has
strongly advocated the increase in dues
and a corporate body by the life under-
writers.

Davenport, Ia.—The Davenport as-
sociation this week announced a one-
day sales congress for May 7, which 200
insurance men are expected to attend
from eastern Iowa and western Illinois.
S. W. Sanford, president of the associa-
tion, will preside and local insurance
men will speak. The program includes
Guy S. Doud, "The Successful Life In-
surance Man"; George Harding "Insur-
ance Settlements"; Paul C. Otto, Rock-
ford, formerly of Davenport, will speak;
E. N. Coleman, "Plugging the Hole in the
Agents' Pocket"; J. Gil Smith will also
speak. Frank D. Throop, publisher of
the "Democrat," will speak at the eve-
ning banquet on "The Layman's View
of Insurance." Harry S. McFarland will
preside at this meeting.

Omaha, Neb.—Thomas W. Blackburn,
secretary and counsel of the American
Life Convention, was introduced to the
Omaha Association at its monthly meet-

ing, April 25. Mr. Blackburn gave an
interesting talk on the inconsistencies of
existing statutes due to piece-meal legis-
lation and the passage of laws with gen-
eral force clearly intended for some spe-
cial line of insurance and ridiculous in
application to life insurance.

New York.—The New York City asso-
ciation will hold the final meeting of
the year May 12. J. Elliott Hall, Penn
Mutual Life, will be the principal speaker,
and will take for his subject "Income In-
surance," endeavoring to stimulate inter-
est in the sale of this form to the aver-
age prospect. Another speaker has been
secured to give a ten-minute talk on in-
surance in China, A. K. Taylor, secretary
of the Asia Life of Shanghai. This has
been set aside as ladies' night.

Little Rock, Ark.—The life underwrit-
ers of Little Rock, Ark., have just com-
pleted a very successful school on life
insurance salesmanship, sponsored by the
Memphis association. R. L. Taylor of
Memphis, lecturer on the science of sales-
manship and business efficiency, and a
practical insurance man, had charge of
the school. Sixteen agencies were repre-
sented at the school, with 72 managers
and agents attending.

The Memphis association now is ne-
gotiating with New Orleans, Louisville and
Nashville for schools to be conducted by
Mr. Taylor.

Ohio State's Big Drive

D. F. Shafer, representative of the
Ohio State Life at Mansfield, O., who
is chairman of the committee of agents
who have launched a campaign to sell
\$7,500,000 of insurance before July 25,
says that many of the agencies have
taken more than their allotment. Some
have asked for an allowance of several
hundred thousand dollars more than had
been apportioned to them by the com-
mittee, which is composed of Mr.
Shafer, Managers George Hayden of
Newark, O. N. Young of Lima and R.
E. Boller of Dayton. A very enthusias-
tic response has been received from the
agents throughout the company's ter-
ritory, Mr. Shafer said this week.

Shows Great Increase

The Guardian Life experienced the
greatest quarter year in its history dur-
ing the first three months of this year,
surpassing by a liberal margin all other
periods of equal length in paid for busi-
ness. It is reported that February was
the biggest month in the history of the
company to that time, and that March
was the largest month both in submitted
and issued business. April bids fair to
surpass all previous records, as the first
22 days show an increase of 43 percent
over the same period of last year. A
special campaign is being conducted this
month in honor of Vice-president Han-
sen, to which the agency force is re-
sponding wholeheartedly.

A Million Dollar Deal

Is not made every day.
But it is important, es-
pecially so if won in
straight competition, as
the case was won.

The Western Reserve
Life of Muncie, Indiana,

is making substantial
gains in agency building
and in new paid-for busi-
ness. If a millionaire
corporation evidences
faith in this growing
company by paying a
premium of thousands
of dollars, it means more
strength, progress and
power.

Come join us, and grow
with us.

GAYLORD DAVIDSON
Agency Manager

J. H. Leffler, President
J. W. Dragoo, Secretary

**The Western
Reserve Life
Insurance Company**
MUNCIE, INDIANA



Stephen M. Babbitt
President

Hutchinson, Kansas

Cultivate the Spring Sales Sheet

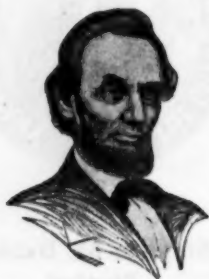
Just as summer flowers and fruits will come from the soil we have worked in springtime, so will commissions and growing renewals result from diligent use of the right kind of tools.

Implements offered by The Lincoln National Life are:

- Prompt and accurate Home Office service
- Preferred Risk policies at lowest net cost
- Juvenile Policies down to one day old
- Standard and Sub-standard insurance
- Women accepted on the same basis as men

The complete equipment furnished Lincoln National Life representatives makes it pay to

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$355,000,000 In Force

ANNOUNCE PROMOTION

W. R. SPINNEY IS ADVANCED

Made Superintendent of Agents of Union Mutual Life—Has Been Acting Superintendent

William R. Spinney has been made superintendent of agents of the Union Mutual Life. He has been acting superintendent for some time, having been called to the home office last June to assist in the agency department when Dr. A. E. Awde, formerly superintendent of agents, was made medical director. Dr. Awde has been in poor health for some time and Mr. Spinney has been looking after the work.

He graduated from Bowdoin College in 1913 and joined the Boston agency of the Union Mutual as an agent. In January, 1920, he was made associate state manager, with headquarters at Boston. He has been with the company continuously since entering life insurance work.

Mr. Spinney has been on a trip visiting the company's agencies and was in Chicago this week.

PLAN FEATURES FOR ALUMNI

Graduates of Approved Life Insurance Schools to Have Part in National Convention at Kansas City

KANSAS CITY, MO., April 20.—Plans will be discussed at the next meeting of the Kansas City chapter of Alumni of Approved Life Insurance Schools for providing features for alumni, in connection with the national convention of life underwriters this fall. The alumni attending will be registered as such and at least one meeting, possibly a dinner, will be arranged for their special benefit. Warren Hill is chairman of the program committee for the next meeting, which probably will be held within two or three weeks. The purpose is to make the national convention an occasion for interesting alumni of schools in the organization, securing them as associate members of chapters in their territories, and stimulating the establishment of chapters where sufficient alumni live in larger cities.

Reinsures Dutch Business

The Equitable of New York will reinsure its Netherlands business in the National Life Insurance Bank of Rotterdam. The New York department has approved the deal. About \$1,500,000 of life insurance consisting of 700 policies is involved. Reserves now total about \$800,000. This is in line with the Equitable's plan of reinsuring most of its foreign business. The company ceased writing new business in Holland a number of years ago. The insurance authorities of Holland have not yet approved the plan of reinsuring and must do so before it can be made effective. Up to 1917 the Equitable had business in foreign countries amounting to approximately \$92,000,000. Most of this has been since liquidated.

Life Notes

Darby A. Day, Chicago manager of the Mutual Life of New York, has gone to Los Angeles for a number of days.

Duke A. Putney, general agent at Richmond for the Union Mutual Life, has been confined to his bed for several weeks as a result of being severely injured in a fall.

Miss Agatha Skinner, a policy writer in the office of the Ohio State Life at Columbus, O., and Howard G. Reiffinger, representative of the company at Warren, O., were married a few days ago. They will reside in Warren.

W. A. Fitzgerald, cashier of the Fargo office of the Mutual Life of New York, has assumed a similar position in a newly established branch of the company at Lexington, Ky. Clarence W. Nelson, assistant cashier of the Fargo branch, becomes cashier and H. B. Hayden becomes assistant.

CHANGES IN DISABILITY POLICIES

Brief Review of News About Policies, Riders and Rates, Which Are Given in Full in the Policy Analysis Section of The A & H Company Bulletins, Published Monthly by The National Underwriter

PACIFIC MUTUAL LIFE

The Pacific Mutual Life has announced new rates on its General Disability Policy in a form which differs somewhat from the usual practice. There is a lower rate quoted for additional accident and sickness weekly indemnity after the first \$5 is written. The rates as announced are:

	Each Additional \$5	Accident and Sickness Weekly Indemnity
	Principal Sum and \$5 Weekly Indemnity	Accident and Sickness Weekly Indemnity
	Ages 18-50	Ages 51-55
Preferred and select	\$12.00	\$16.00
Extra preferred	14.00	17.00
Ordinary	15.50	18.50
Medium	18.00	21.00
Special	21.50	24.50
Hazardous	24.00	27.00
Extra hazardous	29.00	32.00
Perilous	36.00	39.00
Extra perilous	71.00	74.00

MASSACHUSETTS BONDING

The "Anchor" disability policy is a new limited period indemnity policy issued by the Massachusetts Bonding. Below is an outline of the policy:

Principal Sum—Loss of life, limbs or sight must occur within 90 days from date of accident.

Accumulations—10 percent annually.

Total Disability—Weekly indemnity for not exceeding 200 consecutive weeks.

Partial Disability—One-half weekly indemnity for not exceeding 26 consecutive weeks.

Double Benefits—Six clauses applying to principal sum and weekly indemnity.

Elective Indemnity and Blood Poisoning—Regular provisions.

Hospital Indemnity—One-half weekly indemnity for not exceeding four consecutive weeks.

Identification—\$100.

Illness Coverage

Policy in Force—15 days after its date.

Exclusion Period—7 days.

Total Disability—Confining—Confinement within the house, weekly indemnity for not exceeding 52 consecutive weeks.

Total Disability—Non-Confining—Three-fifths weekly indemnity not exceeding eight weeks.

Hospital Indemnity and Identification—Same as in accident coverage.

This policy contains an X-Ray provision for both accident and illness. Clause 17 of optional standard provisions is included.

The annual premium, ages 18-50, in the Select and Preferred classes for \$1,000 principal sum and \$25 weekly indemnity is \$40.

The Massachusetts Bonding has increased the indemnity period for hospital service in its Beacon Accident and Beacon Disability policies to 20 weeks instead of 15 weeks, and has also added to both policies a nurse's fee provision providing one-half of weekly indemnity for not exceeding 20 consecutive weeks.

INTER-OCEAN CASUALTY

The Inter-Ocean Casualty has issued three new policies which are being pushed in its new direct pay department in charge of W. W. Dark. These are the Life Service Accident Policy, the Life Service Disability Policy and the Special Disability Policy. The disability policies are sold with a 20 percent reduction in rates when written with a seven days' elimination period and a 30 percent reduction in rates when written with 14 days' elimination period. Brief outlines of the policies follow:

Principal Sum—Loss of life, limbs and sight must occur within six months from date of accident.

Principal Sum Accumulations—5 percent quarterly to 50 percent.

Total Disability—Inability to work at

any occupation, weekly indemnity for period of such disability.

Partial Disability—One-half monthly indemnity for not exceeding 6 consecutive months.

Double Benefits—Three clauses applying to principal sum and monthly indemnities.

Surgeon's Fees—\$10.

Hospital Indemnity or Nurse's Fees—One-half monthly indemnity for not exceeding two months.

Identification—\$100.

Annual Premium—For \$1,000 principal sum and \$100 monthly indemnity, Select and Preferred rate, \$12.

Life Service Disability Policy

Accident Coverage—Same as in life service accident policy.

Illness coverage: Policy in Force—15 days from its date.

Total Disability—Confining—Confinement within doors and inability to work at any occupation, monthly indemnity for period of such disability.

Total Disability—Non-Confining—Inability to perform any work, one-half

monthly indemnity for not exceeding six consecutive months.

Hospital Indemnity and Nurse's Fees—Same as in accident policy.

Annual Premium—Ages 18-50, in select and preferred class for \$1,000 principal sum and \$100 monthly indemnity, \$42.

Special Disability Policy

Coverage of this policy is the same as the "Life Service" disability policy except that for partial disability, the indemnity is two-fifths of the monthly indemnity for not exceeding two consecutive months and for total non-confining illness, two-fifths monthly indemnity for not exceeding two consecutive months.

Annual premium, ages 18-50, in the Select and Preferred classes, for \$1,000 principal sum and \$100 monthly indemnity, \$34.

The "Life Service" accident policy may be sold to women who leave homes to engage in gainful occupations at regular premium rates. The "Life Service" and special disability policies may be sold to women under age 46 who leave homes to engage in gainful occupations for an additional premium of \$8 per hundred dollars of monthly indemnity.

MARYLAND CASUALTY

More companies are constantly joining the ranks of those leaving out the requirement that accident disabilities must be immediate, total and continuous following the accident. The Maryland

Casualty announces a new policy, the Income Accident Policy which allows 30 days within which disability may develop. The annual premium for this policy carrying \$5 weekly indemnity is \$3 in the select and preferred classes; \$3.60 in the extra preferred class and \$5.10 in the ordinary class. A brief outline of the policy follows:

Specific Indemnities—For loss of limbs or sight within 200 weeks provided disability is total and continuous or within 90 days irrespective of total disability.

Additional Benefits—Weekly indemnity from date of accident to date of loss.

Total Disability—Thirty days from date of accident, weekly indemnity for period of such disability.

Intermediate Disability—Inability to perform a major portion of daily duties within 30 days from date of accident, three-fourths weekly indemnity for not exceeding 26 consecutive weeks.

Partial Disability—Inability to perform one or more important daily duties within 30 days, one-half weekly indemnity for not exceeding 26 consecutive weeks, provided that combined period of intermediate and partial disability payments will not extend over more than 26 consecutive weeks.

Double Benefits—Seven clauses applying to principal sum, weekly, elective, optional and special indemnities.

Elective Indemnities—Regular.

(CONTINUED ON PAGE 32)

Our Agents Have

A Wider Field—
An Increased Opportunity
Because We Have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i.e. Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va., Wyo.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.

LOUISIANA STATE LIFE

INSURANCE COMPANY

Home Office, Shreveport, La.

TEXAS

J. C. EVERETT, Manager

317 Wilson Building

Dallas, Texas

ARKANSAS

J. E. LEEPER, State Manager

P. O. Box 1077

Little Rock, Arkansas

We may have just what you are looking for. Why not get in touch with us?

PUBLIC LIFE INSURANCE COMPANY

An Illinois Company

Capital \$500,000

Brokers' Business Solicited

Any amount up to \$100,000.00

No Color Line. Same Rates for All Male and Female

Standard and Substandard Business Accepted

Service You Can Depend Upon

Agency Office—108 S. La Salle St.
Chicago, Ill.

One Hundred and Fifty Years

Since Was Fired the Shot Heard Round the World

Do You Know

That from April 18 to June 20, Lexington and Concord, Arlington, Cambridge and Boston, with residents along the line of the famous march from Boston to Concord in 1775, are playing host to the American Nation? This is the One Hundred and Fiftieth Anniversary of the colonists' first armed resistance to the mother country.

The events of those memorable days are celebrated in verse, story and moving picture. Today Lexington, Concord and Bunker Hill are shrines of the nation, and this year thousands more will make their pilgrimage to these historic spots. It is said that the guest book of the Hancock-Clarke House at Lexington contains more signatures than any other historic place in the country.

Over Sixty Years in Business. Now Insuring Over Two Billion Dollars on 3,500,000 Lives.

John Hancock
LIFE INSURANCE COMPANY
OF BOSTON MASSACHUSETTS



OPENINGS AT

Boise, Idaho
Pocatello, Idaho
Rockford, Ill.
Springfield, Ill.
Fort Wayne, Ind.
South Bend, Ind.
Terre Haute, Ind.
Burlington, Iowa
Davenport, Iowa
Mason City, Iowa
Pueblo, Colo.
Louisville, Ky.
Grand Rapids, Mich.
Lincoln, Nebr.
Billings, Mont.
Great Falls, Mont.
Helena, Mont.
Missoula, Mont.
Columbus, Ohio
Dayton, Ohio
Springfield, Ohio
Toledo, Ohio
Amarillo, Texas
El Paso, Texas
Houston, Tex.
Cheyenne, Wyo.
Roanoke, Va.

"POOR RICHARD" said—
"All that glitters is not gold."

Promises and Percentages may be made to "glitter"—BUT

The real gold that an Agency contract puts into YOUR pants-pocket is the real measure of that contract.

DURING 1924 THE RENEWAL INCOME PAID MINNESOTA MUTUAL AGENTS AVERAGED—

1. For Agencies less than five years old \$3,500.
2. For Agencies up to seven years old \$6,000.
3. For Agencies over ten years old \$25,000.

REMEMBER THAT'S JUST RENEWALS!

These men know how real gold glitters—and they know it paid them to get and keep an Agency contract that is Right.

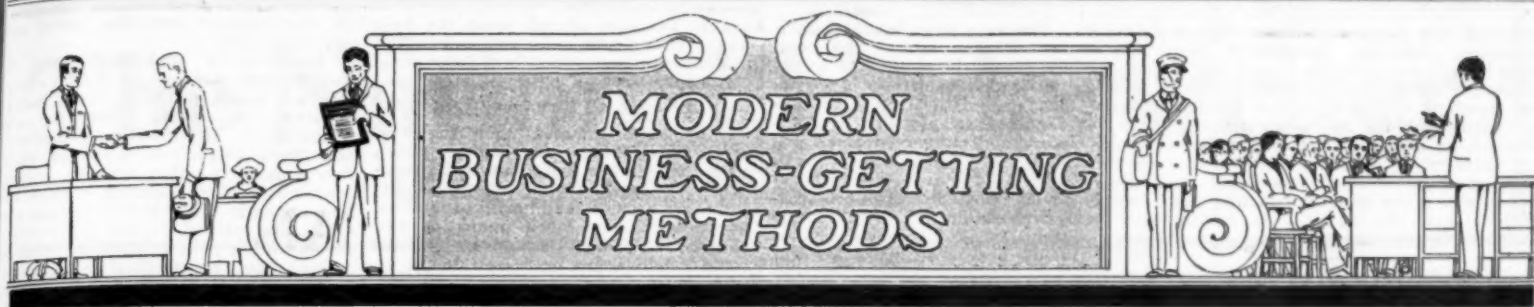
On Agency Matters Address

O. J. LACY
2nd Vice-President

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

ST. PAUL—"Where the Great Northwest Begins"

The Minnesota Mutual now a \$107,000,000 company



Various Points Which Can Be Utilized in Prosecuting Life Insurance Sales and Will Aid Agent in Production Work

By JOSEPH J. DEVNEY, CLEVELAND, O.

ONE of the common objections which every life underwriter meets from time to time is "I'm too old." A prospect of considerable means, 55 years of age, put that up to a salesman recently who overcame it successfully in this manner.

"Well, I suppose if you had it to do over again you would insure at 30," said the salesman. The prospect replied that he probably would. "In that case," continued the salesman, "you would have paid the company premiums for 25 years and it would now have them. If you have been fair to yourself, you have not only retained the premiums but have made them earn compound interest. Let me figure it out. One dollar paid at the beginning of each year for 25 years, compounded at 6 percent annually, will amount to \$58.16. Taking \$23 as the premium per \$1,000 at age 30, you should have today in your possession \$1,337.68 for every \$1,000 of insurance you would have taken at 30. Since you can buy ordinary life at your present age for about \$57 per \$1,000, that is only a trifle over 4 percent interest on the amount you have saved and accumulated per \$1,000 by not insuring younger." The prospect was sold and took \$75,000.

Not a Good Argument for the Young Prospect

While this a good argument to use with an elderly prospect, it of course is not an argument against insuring young. As a matter of fact the time to insure at which the most money will be made on the transaction is the day before one dies. But since "no man knoweth the day nor the hour" when he will die, he cannot afford to defer action even a single day. Therefore, the best time to insure is now, whether one be young or old.

Another obstacle frequently met is when the prospect says he wants to "talk it over" with his wife, partner, attorney or other third party. This may indicate real interest or it may be a "stall"; it is usually a danger signal and unless counteracted means that two persons instead of one must be sold. The wise salesman tries to turn every handicap to advantage and here are three methods by which this hazard may be overcome or turned to advantage.

A man who writes about \$1,500,000 annually meets the third party hazard by immediately agreeing with the prospect, saying, "That's a good idea. But," he continues, "while you and I have the opportunity to talk, just let me show you how this works, etc." and goes right on with his canvass. By agreeing with the prospect, he is thrown off his guard and dismisses it from his mind, for the time being at least, as he does not think the salesman is going to attempt to sell him then. But the salesman goes ahead and does his best to sell him so thoroughly that he will not consider it necessary to consult anyone—and he usually gets away with it.

If the prospect still insists on talking it over with a third party, his wife for example, it is a good idea to make this

suggestion: "Now of course if you want to talk this over with your wife that is perfectly all right. But I would like to make this suggestion. Of all men who apply for life insurance, though they are apparently in good health, about one in ten is either rejected or postponed because of some impairment. You are probably O. K., but if not you would rather keep that fact to yourself until any little thing which might be the matter with you could be corrected. No use worrying the wife about it. Would it not be a good idea to apply for a small policy to see that you are all right, then consult with your wife about the advisability of taking the full amount?" If this suggestion goes over, an extra policy can be ordered on the side and chances taken on its delivery whether the third party is consulted or not.

Sell the Third Person to Whom Prospect Refers

If the prospect still insists on "talking it over," tell him that you will be glad to see the third party and explain the proposition fully, as you are thoroughly conversant with it. If permission is secured, see the party alone if possible as the chances of convincing him will be better than if the prospect is present. And under these circumstances, don't overlook the opportunity of selling the third party for himself or herself also.

People who have 99-year or other long term leases feel so secure in the income for themselves or their dependants that a monthly income policy does not make the same appeal as it does to the average man. Little headway is made by suggesting that the time may come when the property may depreciate and not pay the rental. While that has often happened, the leaseholder has confidence in it or he would sell it.

A good way to handle such a situation is this. If the lease is netting, say, 6 percent, show that by depositing half or a little more of that income, according to the age of the prospect, in life insurance his estate immediately will be increased to the extent of the face value of the lease.

Working Up to a Climax Is Excellent Plan

Probably one reason a certain man sells advertising specialties in sufficient quantities to be able to support a private yacht, is his plan of holding back his best trump card until the time comes to use it to take the winning trick. He decides, either in advance of the interview or during it, the strongest argument or lever he has to make the sale. Instead of using this early in the canvass to gain the prospect's attention, interest or desire, he keeps it in the background. He presents other points as long as he can or as long as it seems advisable. All the time he has his big idea in mind, but keeps saying to himself, "Not yet, not yet, I will not tell him yet." Finally, he gets the opening he is looking for then springs the clincher hard. That usually decides the issue and in his

favor. This plan of working up to a climax can be utilized as successfully in selling life insurance as in selling advertising specialties or anything else.

Firmness Is Necessary With Some People

Some men are weak physically, others are weak mentally. I do not refer to morons, but to that large class of individuals who make little progress because they seldom do anything involving the future unless they are virtually forced to it. They are usually in the small policyholder class and accounts for one of the reasons it is frequently harder to sell a small policy than a large one. One does not have to be an unusual character analyst to pick them out. When you come across one, take it for granted that you will have to make up his mind for him if you are going to do business. Be gentlemanly, of course, but also be firm and even insistent if necessary if you want to put it across.

Sell on the First Interview If Possible to Close

Salesmen unaccustomed to closing on first interviews not infrequently make actual sales on which they do not cash in because they do not attempt to close them. A friend who lives in a small city told me about having talked life insurance with one of his fellow townsmen, a banker, on a train. He sold him but another agent reaped the benefit, as he did not try to secure the application while he had the opportunity.

A couple of days later, the banker called upon another agent on a matter not connected with life insurance. That disposed of, the agent said, "George, why don't you take a \$50,000 policy to cover your inheritance taxes, etc., etc." "How much would it cost me?" The agent told him and the banker replied he would think it over. The next day he called and said he would take it.

One May Reap Benefit of Another's Work

This is an exceptional case, but it is not unusual for one agent to reap the benefit of another's work. The moral is that if you have had an opportunity to give a man a thorough talk, try to close even if it is the first interview. The more successful the man, the better your chance of getting him on the first interview. One of the outstanding reasons some men are financial successes is because they decide quickly.

WHY INSURANCE MEN FAIL

TOO MUCH TALK.
NOT ENOUGH WALK.
TOO MUCH SIGH.
NOT ENOUGH TRY.
TOO MUCH BASK.
NOT ENOUGH ASK.
TOO MUCH BLOW.
NOT ENOUGH GO.
TOO MUCH BLINK.
NOT ENOUGH THINK.
TOO MUCH MOPE.
NOT ENOUGH HOPE.
TOO MUCH SHIRK.
NOT ENOUGH WORK.
THE RESULT IS.
YOU MISS THE BIZ.

American Central Bulletin.

Standardized Approach Gives the Agent Poise in Presenting Subject

CHARLES I. SCOTT, associate general agent of the McWilliam & Hyde Agency of the Penn Mutual Life in New York City, is a firm believer in the use of the standardized approach. He has used it himself throughout his long insurance career, and has found it of extreme value. Mr. Scott says that it is necessary first of all for the agent to put himself across before he can hope to do business with the prospect. He must break down the icy barrier and get the prospect in the proper frame of mind. To do this he must know exactly what he is going to say, so that he can approach in self confidence, giving most of his attention to the study of his prospect instead of floundering around trying to find the right words and hoping for a brilliant idea which seldom comes on the spur of the moment. Few agents can hope to be so resourceful as to approach each prospect in a different manner and with new ideas.

Humorist Repents Jokes

Even Will Rogers, the famous humorist of the Follies, makes no attempt to offer a new set of jokes at each performance, though he must come before his audience but once a day. On the contrary he uses some of his jokes night after night for perhaps months. This does not mean that he allows himself to get into a rut, but it does mean that he makes the most out of each of his ideas. Certainly he does not depend upon the inspiration of the moment for his humor after he has come out on the stage before his audience. He knows what he is going to say before he appears, and does not hesitate to say the same thing time after time until he is thoroughly confident and prepared, and can give his attention to putting himself across instead of groping wildly for thoughts after he gets there.

Creates Good Impression

In just the same way, the agent, if he hopes to impress his prospect, must know exactly what he is going to say. Otherwise his approach will be hesitant and timid, and he will have succeeded only in arousing an unfavorable impression in the mind of the prospect, which will prove a large obstacle in the way of closing the sale. If he knows what he is going to say he can approach confidently and at ease, and instead of thrashing about in bewilderment, he can talk smoothly and easily and give his attention to studying the prospect, thus saving his reserve for closing the sale. He impresses the prospect favorably with his poise and self command, and paves the way to an easier close.

Must Develop Own Approach

By standard approach Mr. Scott does not mean an approach that someone else uses. The agent who attempts to make use of an approach used by someone else may fail completely and even make himself ridiculous. The only successful standardized approach is that developed by the agent himself, adapted to his own personality, and evolved from long practice to the most perfect form he can find. It must be his own product, and individual in every sense. When he has developed this he is equipped to

approach any prospect without fear or hesitation, knowing beforehand just what he will say and how he will say it. Of course there are occasions on which the standard approach is not satisfactory, and when the agent meets such a situation he must be alert and ready to do whatever is necessary, but in the majority of cases the standardized approach will prove more satisfactory and efficient than the hit or miss method employed by so many agents.

NON-MEDICAL CALLED DOUBTFUL EXPERIMENT

(CONTINUED FROM PAGE 3)

executive goes so far as to predict that within a comparatively short time the impairment bureau, the elaborate medical departments and the local examiners will vanish from the business. The medical director will be a counsellor for the management in sub-standard cases and will delve into statistics of causes of death.

Objections Are Cited

"On the other side of the question there are many objections which briefly are: It is a dangerous experiment. We have no reliable experience. The Canadian conditions, said to be favorable thus far, are not parallel to those in

America. The very large urban population invites selection against the company which cannot be eliminated by inspection of individual risks. Agents having their commissions at stake cannot be expected to protect the companies' interest. Young companies will not be able to keep down the average of adverse selection and are likely to experience heavier mortality. No participating company should be permitted to write without medical examination unless it makes a separate class for this business and honestly charges the non-medical experience to such class. The higher mortality experienced by industrial companies demonstrates the necessity of medical examinations to protect the companies. It is another 'frill' which may undermine the system of underwriting and bring many companies to grief. Unless supervision, inspection and morale of field forces are vastly improved the young companies will be injured by the new scheme. Physicians under the present system cover up some impairments where they are particular friends of agents or applicants and if the examiners are lax, what can be expected of the solicitors whose interest will make them soft pedal all unfavorable information. The non-medical plan will open a new avenue for fraudulent applications. The companies should not place the burden of determining the

quality of risks offered upon the field force. Young companies will be tempted to follow this innovation because of competition.

Credited to Premium Greed

"This idea is based upon the wild greed of companies for volume, which greed has already loaded upon the companies the burden of disability benefits and other accident and health provisions. Contests will be more numerous and companies and the institution of life insurance will suffer by reason of the increased litigation, now at a low minimum.

"Those who are non-committal or are 'considering' almost to a man say they are merely pursuing the policy of watchful waiting. Some of these are doubtful as to the advisability of attempting to dispense with examinations even on small policies. Some of the younger executives contend that if an examination is necessary on a \$10,000 policy, it is no less important on four or five policies aggregating \$10,000. All who are considering and others who are 'watching and waiting' admit that they are likely to be forced into the non-medical field by competition. Some say they will wait until two-thirds of the companies are writing on these forms of applications before they will feel it necessary to follow the procession. Some adhere to the idea that they cannot now

or later venture into this untried and uncertain field.

"Non-medical applications may be used in any state in the Union except Arizona, Georgia, Idaho, Iowa, Massachusetts, Mississippi, Nebraska and Washington. In Louisiana and Minnesota there are sections of the law which may indicate a policy adverse. Indiana repealed its law requiring medical examinations in toto. North Carolina and Oklahoma relaxed the law to the extent of permitting policies up to \$2,000 to be written on non-medical applications. Small ordinary policies may be written in Arizona for \$100; in Iowa for \$500. Industrial and group policies are authorized in Arizona, Georgia, Idaho, Mississippi (industrial to \$300), Nebraska and Washington. Monthly or weekly payment policies without medical examinations may be written in Arizona, Idaho and Washington. Group insurance, annuities and pure endowments may be written in Massachusetts. The pending bill in Wisconsin permits non-medicals only in case of industrial policies under \$500.

Fifteen Now Write It

"The following American Life Convention companies report that they are accepting non-medical applications in amounts ranging from \$250 to \$2,500 with varying restrictions as to age, form of policy, sex, disability, additional accidental death benefit and character of agent entrusted with the privilege: American Life, Detroit, Mich.; American National, Galveston, Texas; Atlantic Life (Child's Educational only), Richmond, Va.; Connecticut General Life (limited), Hartford, Conn.; Continental Assurance, Chicago, Ill.; Equitable Life, Washington, D. C.; Franklin Life, Springfield, Ill.; Great Northern Life, Chicago, Ill.; Guardian Life, New York City; Jefferson Standard Life, Greensboro, N. C.; Kansas City Life (10 year endowment), Kansas City, Mo.; Life & Casualty (industrial \$300), Nashville, Tenn.; Merchants Life, Des Moines, Ia.; Security Life & Trust, Winston-Salem, N. C.; Western & Southern Life (intermediate only), Cincinnati, Ohio.

"The application forms vary somewhat, but generally interrogate the applicant as to age, occupation, health, present and past, other policies issued and pending, declinations, substitutions, height, weight, measurements, impairments, change of residence or occupation, habits, diseases, personal and family history, intentions as to travel, military or naval service, aviation and change of residence, amount of insurance in force, amount obtained or applied for without medical examination, name of any physician who has attended applicant and waiver of professional privilege. In short, parts usually numbered I and II are covered and the agent is interrogated in detail as to his acquaintance and knowledge of applicant. From fifteen to twenty rules governing the non-medical application are usually printed in the application form. As a general rule no term policies are issued and only one policy will be issued on any plan within a year. Inspections are required in all cases.

"The American Life Convention standard application blanks, Parts I and II, cover nearly every interrogatory usually used in the non-medical blank."

CHANGES IN DISABILITY POLICY FORMS AND RATES (CONTINUED FROM PAGE 29)

Optional Indemnity—Insured may elect weekly indemnities in lieu of the amount specified under specific indemnities.

Special Indemnity—Freezing, hydrophobia, somnambulism, drowning, choking in swallowing, etc., covered.

Surgical Operations—Amount specified for operation performed within 90 days from date of commencement of disability.

Surgeon's Fees—Weekly indemnity.

Hospital Indemnity—Not exceeding one-half weekly indemnity for more than ten weeks.

Nurse's Fees—Not exceeding weekly indemnity for more than ten consecutive weeks.

Identification—\$100.

This policy contains no place limitations.

How Can You Tell a Prospect?

WHEN you call upon a man—give him many of your precious and valuable minutes—do you know whether he is physically, financially and morally able to do business with you?

It's worth hundreds of dollars a year to KNOW.

Agents operating under the American Central Plan KNOW.

This is a part of the Plan. The pre-selection of prospects, the pre-approach, the canvass, control of the interview, close, the handling of notes, and a definite resale campaign are all parts of this Plan by which successful agents are professionalizing their insurance work and their insurance service.

We are now operating in twenty-three states, and under certain conditions will enter additional states. Details of the American Central Plan and our methods of operation will be given gladly to any one interested in considering a connection with us.



Perhaps the most comprehensive field development program in existence today. One phase is described in this advertisement.

AMERICAN CENTRAL LIFE

INSURANCE CO.
INDIANAPOLIS

ESTABLISHED 1899

HERBERT M. WOOLLEN, President

NUMBER THREE IN A SERIES OF INFORMATION ADVERTISEMENTS